

43rd YEAR

AMERICAN ROOFER & SIDING CONTRACTOR

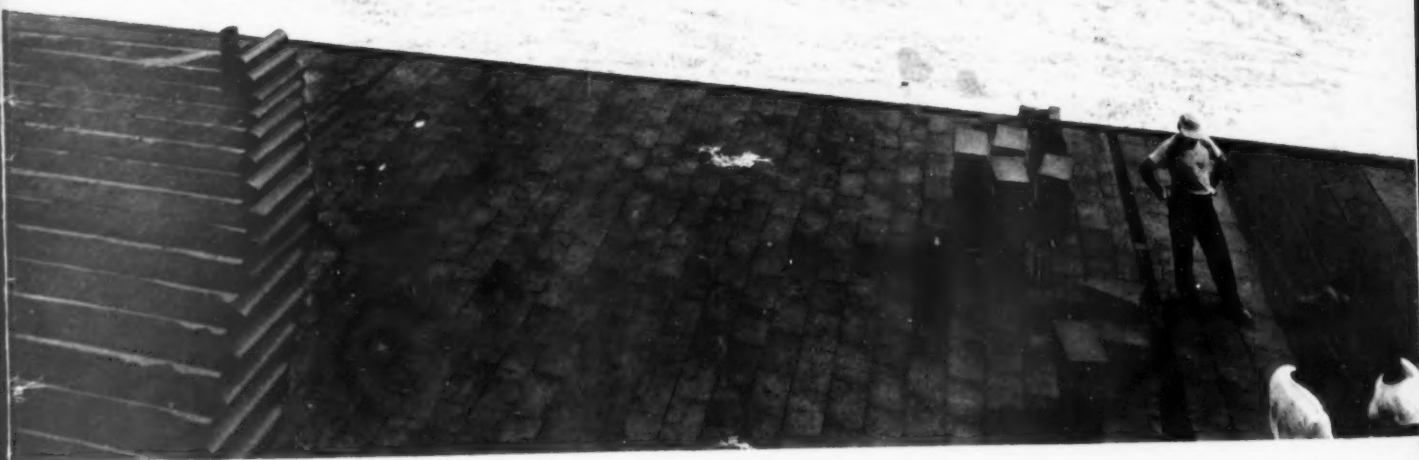


Photo-of-the Month See Page 15

May, 1953

**The "Shake-Out" Is On!
Causes Of The Pitch Shortage**

U. S. Supreme Court Department of Commerce Lincoln Memorial

THE MOST IMPORTANT PUBLIC BUILDINGS IN WASHINGTON, D. C., WERE

Post Office Department Thomas Jefferson Memorial Internal Revenue

BUILT TO ENDURE FOR GENERATIONS. IT IS SIGNIFICANT THAT THESE

Interstate Commerce Commission and Department of Labor Department of Justice Department of Interior

AND OTHER OUTSTANDING LANDMARKS OF OUR NATION'S CAPITAL ARE

National Archives Department of Agriculture General Accounting Office

BARRETT-ROOFED

A basic reason for this tremendous preference is that Barrett Built-up Roofs are far and away the first choice of America's architects and builders. These are the men who want to be sure that the roofs they specify and apply give the best protection in the world—and with Barrett they get it!

Barrett pitch and tarred felt provide a superior roof—superior protection that lasts years longer. A roof constructed of alternating layers of Barrett pitch and felt, topped with gravel, slag or tile surfacing is the toughest, best value built-up roof on the market. A Barrett Roof protects you . . . as well as your customers. Use pitch and felt . . . use Barrett.



*Reg. U. S. Pat. Off.

In Canada: The Barrett Co., Ltd., 5551 St. Hubert St., Montreal, Que.

BARRETT DIVISION



ALLIED CHEMICAL & DYE CORPORATION

40 RECTOR STREET, NEW YORK 6, N. Y.

205 W. Wacker Drive, Chicago 6, Ill.

36th St. & Gray's Ferry Ave., Philadelphia 46, Pa.

1327 Erie St., Birmingham 8, Ala.



You Mr. Dealer

Can Now Get ALL TOGETHER



window
two
track



casement
window



awning



storm
door



window
triple
track



The General Aluminum Products Corporation

MANUFACTURERS of Aluminum

Weather-Protection Products

Invites

Dealers and Distributors Throughout

The United States to MERCHANDISE

GEM-ALUM

- All-Aluminum Awnings
- All-Aluminum Storm Doors
- All-Aluminum Triple-Track Storm Windows
- All-Aluminum Two-Track Storm Windows
- All-Aluminum Casement-Type Storm Windows

Manufactured, Sold and Shipped Direct to You From Our Own Plant

NOW Is the Time to Join Our Established Organization
Whose Policy Is to Offer a Complete Line of Products of the:

- Finest Aluminum Construction
- Competitively Priced
- Smartly Styled
- Quickly Delivered
- Thoroughly Engineered

TO ASSURE YOU LEADERSHIP OVER COMPETITION

Profit RIGHT Now!! WRITE NOW!!

GENERAL ALUMINUM PRODUCTS CORP.

3949 SOUTH FEDERAL STREET

WAgner 4-9700

CHICAGO 9, ILLINOIS

It's Here — The Greatest "One-

Long 10 ft. lengths

Concealed Nailing

Colonial-Type Clapboard Design

Washable Plastic Facing that wears like iron

Thickest Insulation in the Industry (nearly 1 inch thick)

Dipped in Aluminum Coating for Double Protection

Insulated PLASTIC Siding

FIRST in the Industry

Solmica

plastic siding

BE SURE it is SOLMICA

Dealers Say: "The Greatest Invention EVER In The Siding Industry"

Finest SALES KIT In The Industry



This big loose-leaf demonstrator, lettered in gold, contains 40 glossy prints of SOLMICA SIDING IN ACTION . . . photographs of our production and laboratory facilities, plus a beautifully-illustrated sales promotion outline that makes your selling job easy.

EXCLUSIVE Dealerships

Contact SOLMICA, INC., 4636 Easton Avenue, St. Louis 13, Missouri, or telephone LUCas 7944

"I WILL SHOW You How To Make MORE MONEY Than You Ever Made Before"



This is the story of Saul Schmidt's 18 years in the siding industry; from canvasser to owner of the most modern siding plant in the country. Saul has known for some time that the siding industry has needed a new "SHOT IN THE ARM". Saul knows the problems faced by the man in the field and he will give you every bit of help possible so that you will make more money with "SOLMICA".

"With the help of 35 chemists, engineers, and siding technicians, I have worked for years to develop SOLMICA because I knew that the siding industry needed a 'shot in the arm' to stimulate business.

"Now, I have also worked out a simple, SURE-FIRE way to sell this great new siding and I want you and your men to cash in on it.

Yours sincerely,

SAUL SCHMIDT, President."

Two Punch" in Siding History



Here's Something NEW In The Aluminum Siding Industry

SOLMICA Chemists First To Develop Plastic Facing on Aluminum



The tremendous developments in the field of plastics in the past few years convinced SOLMICA chemists that plastics are truly a "natural" on siding. This is the "plastic age" as far as the consumer is concerned. Cash in on the big popular demand for plastic products.

PLASTIC-FACED Aluminum Siding

SOLMICA Plastic-Faced Aluminum Siding is entirely different from anything now in the market. To the many big advantages of aluminum siding, SOLMICA has added the magic of plastics. A plastic facing over the aluminum means LONGER LIFE, a tougher finish, and a surface that NEVER has to be painted.

Attention: CLOSERS

We publish a monthly informative bulletin on the siding industry and we will be glad to add your name to our list of free subscribers. This bulletin gives you up-to-the-minute selling tips and tells what is going on in the industry. Write in and we will start it coming your way.

here are
your

ROOFING ENEMIES

ice

cold

heat

vibration

expansion

contraction

settling

CHASE IMPERVITEX

To solve your roofing problems
caused by these enemies, use

Chase IMPERVITEX—the high tensile strength
waterproof membrane.



CHASE BAG COMPANY

GENERAL SALES OFFICES: 309 W. JACKSON BLVD., CHICAGO 6, ILL.
30 BRANCHES AND SALES OFFICES STRATEGICALLY LOCATED

CHASE BAG COMPANY

309 West Jackson Blvd.
Chicago 6, Illinois

Please send me a SAMPLE and details
of Chase IMPERVITEX.

NAME _____

ADDRESS _____

CITY _____ STATE _____



send coupon for
a sample of
IMPERVITEX
and details

1953 (8th) Edition of ROOFING, SIDING & BUILDING SPECIALTIES MANUAL



Don't Miss These Important Articles in the 1953 Edition:

- ★ COMPLETE SECTIONS ON BUILT UP ROOFING, SIDING, STEEP ROOFING, METAL ROOFING, WATERPROOFING, ETC., INCLUDING THE LATEST APPLICATION TECHNIQUES.
- ★ ARTICLES ON SUCH DIVERSE AND IMPORTANT TOPICS AS MANAGEMENT, RECORD KEEPING, NEW TOOLS AND PRODUCTS.
- ★ COMPLETE DISCUSSION OF SUCH SPECIALTY ITEMS AS COMBINATION WINDOWS, ALUMINUM AWNINGS, JALOUSIES, PLASTIC TILE.
- ★ COMPLETE SECTIONS ON SELLING, TRAINING SALESMEN, ADVERTISING, BUILDING YOUR VOLUME, etc.

150 pages crammed full of valuable information on EVERY phase of your business. Every contractor and dealer will want copies to help him make more money.

\$3

PER COPY

**AMERICAN ROOFER &
SIDING CONTRACTOR**
425—4th Ave.,
New York 16, N. Y.

Please send me...copies of the 1953
MANUAL

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

THE WORLD'S MOST POPULAR
AND MOST COMPLETE LINE OF
INSULATING SIDINGS



7 WANTED PANELS
MAKE SIDING SALES Soar!

LOOK FOR THIS NAME

INSELBRIC

ON BACK OF EVERY PANEL

Free!

The
Industry's
Biggest

PROMOTION PACKAGE



SALES BOOKS

Beautiful 4-color process, 34
Page Presentation Books with
an automatic closing that
almost sells itself!



4-COLOR LITERATURE

A separate piece for every Product. All
in 4-color process—all full of selling
sizzle! Includes letterheads, business cards
and triple reply cards.



CATALOG SHEETS

Showing the complete line in actual color—includes
specifications, shipping weights and details.



COMPLETE MAT SERVICE

Strong, dramatic selling ads—ready to use. Just
drop in your own signature and phone number.



T.V. and RADIO

1-minute animated Sound-on-Film TV Spots—tailored
to take your own tag slides!

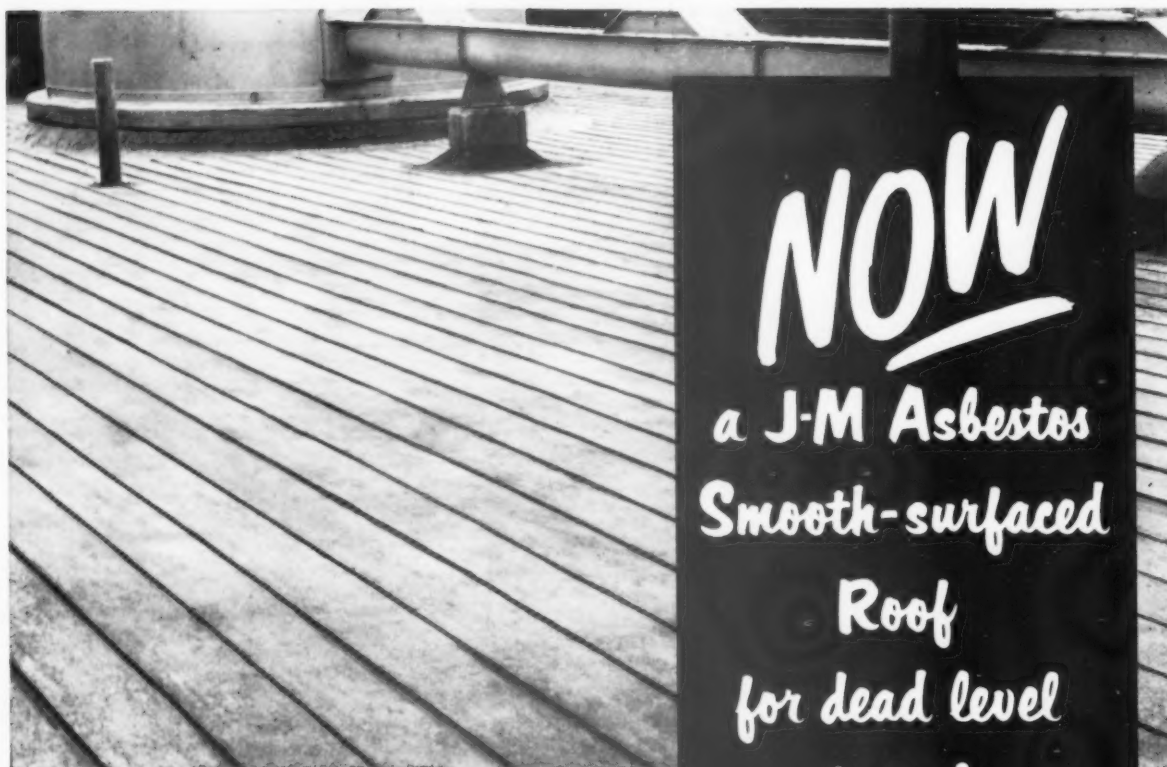
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JONES & BROWN INC.

439 Sixth Street
Pittsburgh 19, Pa.

NOW on a
half million homes
coast-to-coast

1. INSELBRIC
2. INSELBRIC SHADOW LINE
3. INSELWOOD SHAKE
4. INSELWOOD CEDAR
5. NEW NARRO-SHAKE
6. INSELSTONE
7. INSELSTONE SHADOW LINE



NOW
 a J-M Asbestos
 Smooth-surfaced
 Roof
 for dead level
 decks!

The Johns-Manville Flexstone Special Built-Up Roof...

THE J-M Asbestos FLEXSTONE* SPECIAL Roof has been developed for decks from dead level to $\frac{1}{2}$ " pitch per foot. It is the result of extensive experimentation in the Johns-Manville Research Center and years of successful tests in the field. Now for the first time you can utilize the proven advantages of the well-known J-M Flexstone Asbestos Roof *on flat or nearly flat decks.*

Smooth-surfaced to afford good drainage and make maintenance and repairs easier!

No gravel or slag—cuts down excess weight and saves labor costs!

Made of asbestos—J-M Flexstone Felts are made of fire-rot-and weatherproof asbestos. They last longer and give more enduring protection.

Won't dry out—Because they are made of mineral asbestos, Flexstone Felts are unique in their resistance to the destructive effect of sun!

For your added protection, the Johns-Manville Asbestile* System of Flashing insures proper treatment of all critical areas. Asbestile is a heavy-bodied plastic cement designed for use with asbestos flashing felts to give thorough water-tightness. As it sets, Asbestile forms an integral part of the wall itself.

Flexstone Roofs are applied only by J-M Approved Roofers. For full information on Flexstone Roofs and Asbestile Flashing Systems, send for brochure BU-68A. Write Johns-Manville, Box 158, Dept. AR, New York 16, N. Y.

*T.M. Reg. U. S. Pat. Off.



Made of ASBESTOS

Johns-Manville **FLEXSTONE** Built-Up Roofs

ASBESTOS CORRUGATED TRANSITE* • ACOUSTICAL CEILINGS

DECORATIVE FLOORS • MOVABLE WALLS • ETC.

Here's the **SILVER LINING...that**
sells more siding jobs for you!



silvercote
 simplex
 REFLECTIVE INSULATION



**Sells them at a
 bigger profit, too!**

Keep a step ahead of competition... get a couple of dollars more per square on every siding job by including SILVERCOTE Simplex Reflective Insulation. It costs you only a bit more than sheathing paper—yet it makes your selling job faster, easier and far more profitable.

Eliminates costly cleanup

SILVERCOTE speeds up your siding application, too, because it goes on clean; no smudging—no costly clean-up work.

Start talking SILVERCOTE Reflective Insulation to every siding prospect. Your selling story will become far more effective, because SILVERCOTE is a real plus-value for the customer; a plus-profit item for you.

Add an extra profit by suggesting SILVERCOTE Simplex applied to attic joists for low-cost, highly efficient insulation. SILVERCOTE turns back heat rays—provides added comfort in summer, even if attic already has cellular insulation.

Full efficiency of SILVERCOTE is achieved only when reflective surface faces $\frac{3}{4}$ " air space. However, in most siding applications, a $\frac{1}{8}$ " air film exists, permitting SILVERCOTE surfaces to reflect radiant heat.

FREE! START NOW!
FILL IN! MAIL COUPON!

Please send me free samples and free book—"The Story of Silvercote Reflective Insulation."

SILVERCOTE PRODUCTS, INC.
 161 East Erie Street • Chicago 11, Illinois

NAME _____
 FIRM _____
 ADDRESS _____
 CITY _____ STATE _____



Silvercote*
 REFLECTIVE INSULATION



Distributed by

BIRD & SON • THE FLINTKOTE CO.

**MORE SALES!
BETTER JOBS!
GREATER PROFITS!**
Follow the Arrow



Check the boxes opposite products or services about which you want information. Fill out the coupon. You will receive **FREE** the latest **BOOK-LETS**, catalogues, information and details from the manufacturers. Do It **NOW** while you are going over the list, and send to American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

Check Numbers Wanted — Fill in Coupon — Tear Off and Mail

American Roofer & Siding Contractor
425 Fourth Avenue
New York 16, N. Y.

Send me facts on the items checked.

- ☐ 72. Aluminum-Asphalt Paint
- ☐ 76. Aluminum Combo. Doors, Windows
- ☐ 81. Aluminum Flashing
- ☐ 1. Aluminum Roofing
- ☐ 3. Aluminum Siding
- ☐ 2. Asbestos Cement Shingles
- ☐ 5. Asphalt Roll Roofing
- ☐ 7. Asphalt Siding
- ☐ 9. Backer Board
- ☐ 14. Caulking Compounds and Guns
- ☐ 16. Cutters, Shingle & Siding
- ☐ 19. Cold Process Roofing
- ☐ 21. Decks, Roof, Precast Gypsum Slab
- ☐ 25. Felt Laying Machines
- ☐ 64. Flashing Fabric
- ☐ 28. Hoists and Derricks
- ☐ 29. Hot Stuff

- ☐ 32. Insulation, Batt & Blown
- ☐ 74. Insulation, Reflective
- ☐ 34. Kettles and Pumps
- ☐ 36. Knives, Roofing
- ☐ 37. Ladders
- ☐ 82. Ladder Derricks
- ☐ 39. Louvers
- ☐ 40. Membrane Fabric
- ☐ 42. Nails & Screws
- ☐ 67. Pigeon-proofing
- ☐ 75. Plastic Siding

- ☐ 44. Roof Coatings
- ☐ 73. Roof Carts
- ☐ 78. Saws & Saw Blades
- ☐ 48. Scaffolding
- ☐ 54. Spray Equipment & Pumps
- ☐ 69. Sprayed Sidewall Resurfacers
- ☐ 59. Tools, Catalogs of
- ☐ 60. Underlayment for Roofing & Siding

Other Items _____

May, 1953 _____

Name

Firm

I am a.....

....☐ Contractor;☐ Dist.;☐ Mfr.

Address

EVERLUM gives 3-D now!

DEEPEST SHADOW LINE!



EVERLUM THINKS OF THE APPLICATOR . . .

Provides:

1. Notched ends to facilitate quick and easy application. Saves valuable man-hours of labor!
2. Registration Certificate guarantees that the dealer is an authorized EVERLUM applicator. Lowers sales resistance and builds confidence in your customer.



3. The Little Salesman Sampleboard brings the finest Aluminum Siding directly to your salespoint. Makes it

easy for customer to visualize the beauty of EVERLUM.

4. Sales Kit (Leather Zipper-binder Case) complete with every



possible sales aid, from pictures to statistics. Your salesmen will love this!

EVERLUM THINKS OF THE DEALER . . .



EVERLUM gives you **more aluminum** per square foot, the result of providing the **DEEPEST SHADOWLINE** ever constructed.

EVERLUM is made from Reynolds .025 gauge Aluminum . . . Unger leveled to eliminate waviness . . . primed before painting to insure "paint-grip" . . . formed and notched in giant precision machines . . . fire-baked to give everlasting beauty and durability . . . regularly tested by Glidden Laboratories.

Available in these colors:

WHITE, CREAM, GRAY, YELLOW, LIGHT & DEEP GREEN

EVERLUM Aluminum Siding has the visual 3rd Dimensional idea **BUILT IN!** Accented in 6 beautiful colors. Designed so that recommendations will seek **you** out . . . insures future sales. EVERLUM is the finest Aluminum Siding on the market, **yet lowest in price!**

Today, a line or a call will get you one of our Little Salesman Sampleboards and price lists.



*3-D Symbol for the ultra-new Third Dimension film technique.

U. S. ALUMINUM SIDING CORP.

2725 W. Fullerton Avenue

Chicago 47, Illinois

Dickens 2-9500

**Nothing
can do a
better built-up roofing job
for you than**



Flintkote Dead-level Bitumen!

There's a lot of profitable business to be had today in the construction and maintenance of dead-level built-up roofs.

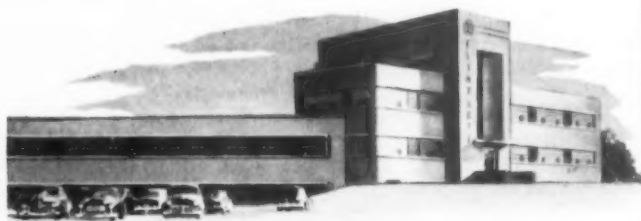
... and Flintkote Dead-Level Bitumen can help you get it!

This product is a wonderful *alternate* for tar and pitch ... *not* a substitute. It is, however, more economical ... readily available ... and performs every bit as satisfactorily.

It does such a *swell* job, in fact, that Flintkote built-up roofs constructed with new bitumen merit the regular 10, 15 and 20 year bond.

Flintkote Dead-Level Bitumen, scientifically formulated and processed for flat roofs, is your ready answer for your dead-level roofing problems.

Satisfy old customers. Make new customers ... and profits. Write us today for full details. The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.



Multi-million dollar Flintkote Research Laboratory, Whippany, N. J.

Dr. W. L. McCabe, Vice President and Director of Flintkote Research, says, "The Flintkote Research Laboratory has conducted intensive tests and evaluations of bitumen for use in built-up roofs of dead-level types.

"Flintkote Dead-Level Bitumen stands up under the most exacting scrutiny and may be used in full confidence when properly applied."

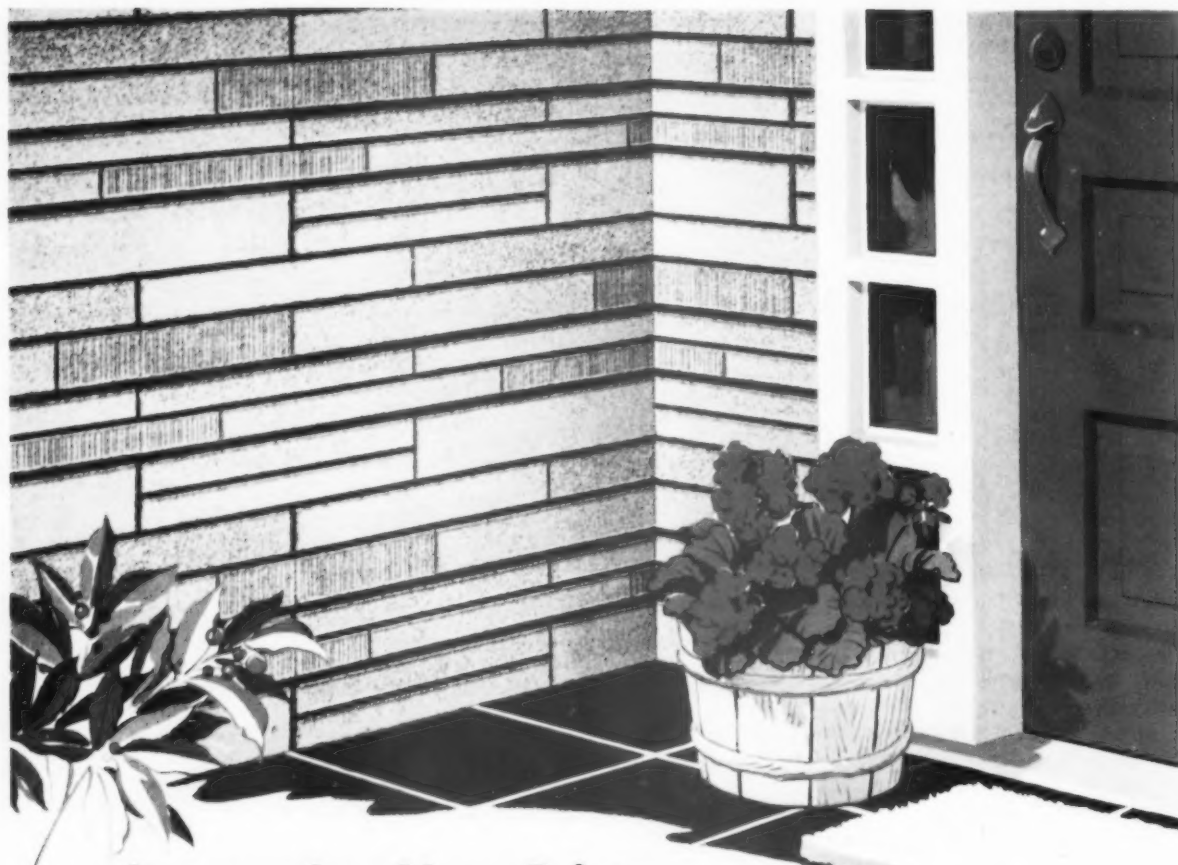
15 or 20 Year Bonds!

Flintkote detailed specifications A-6-C or B-6-C (for non-combustible decks) or A-6-W or B-6-W (for wood decks) are available upon request. 20 year or 15 year bonds may be obtainable when application has been made by a Flintkote approved roofer according to the detailed specification and/or other requirements of The Flintkote Company on roof decks acceptable to The Flintkote Company.

FLINTKOTE



... the extra years of service cost no more!



Announcing New Celotex
Lite-Line
CELOSTONE SIDING

*An exciting new design
 that will put new life into your siding sales*

Here is the smartest new siding in years... new Celotex Lite-Line CELOSTONE... the stone pattern insulating siding that opens up new sales opportunities for you!

CELOSTONE'S longer, narrower stones give the appearance of the modern ashlar stone coursing used in the most expensive new homes. New, exclusive random width mortar lines in color, plus careful blending within stone units, produce a realism equalled by no other stone pattern.

Lite-Line CELOSTONE Siding can be used alone or in combination with overlap or brick patterns. It harmonizes perfectly with other materials to produce exteriors of

unusual charm and distinction.

New Lite-Line CELOSTONE Siding has all the regular Celotex "plus values," too. It is made with a core of tough, strong, interlocking long Louisiana cane fibres—and protected by the patented Ferox® process from dry rot and termites. Rugged, durable, easy to apply.

Your Celotex jobber or representative will be happy to show you the sensational new Lite-Line CELOSTONE Insulating Siding. One look will convince you that here, truly, is the most salable new stone pattern siding on the market today! See samples without delay!

Sales come easier—when you feature genuine

CELOTEX
REG. U. S. PAT. OFF.
INSULATING SIDINGS

THE CELOTEX CORPORATION, 120 S. LA SALLE STREET, CHICAGO 3, ILLINOIS

New Lite-Line CELOSTONE Siding
 rivals real stone in charm and character. Beautiful, colored mortar lines set off the natural gray stones.

**National Advertising
 Puts the
Sell in Celotex**

Sales are easier to close when you feature new Lite-Line CELOSTONE and other styles of famous Celotex Insulating Sidings. That's because over a quarter century of national advertising leadership has created *nationwide preference* for the brand name Celotex.

And, this preference continues to grow, thanks to big, impressive Celotex ads reaching millions of people month after month in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME, and other famous national magazines.

AMERICAN ROOFER & SIDING CONTRACTOR

MAY

1953

C. N. Nichols Makes 10th Anniversary Prediction:

"High volume era continues but the 'shake-out' is on in roofing"

APRIL 24, 1953 marks a decade of NERSICA efforts. Ten long years ago, on that date, I accepted an executive position with the association, then a struggling, helpless group of fourteen members. All of these were located in a restricted three or four state area, and interested principally in roofing.

I can see today a great maintenance, repair and home improvement business—a young business coming to its maturity. It has almost unbelievable strength of character and respect and faith in that strength. It is determined to build a greater respect in the next decade.

There is a unity of purpose in our business now, exemplified, I believe, through NERSICA, which gives all a feeling of strength. Industry history will record the past decade as the time when leadership overcame weakness.

It would be folly, however, not to realize that in strength some new weaknesses have developed. We can't ignore them as we blandly brag about progress and strength.

By unity of purpose and devotion

By C. N. NICHOLS
Managing Director, NERSICA
Special to American Roofer
& Siding Contractor

of all to ideals, even these weaknesses can be licked.

This is the year of decision!

ON OUR COVER

Our composite Photo - Of - The - Month shows two stages in the application of insulation to the twenty-acre roof deck of the new Western Electric Company building in Indianapolis, Indiana.

The Indianapolis plant of the Western Electric Company manufactures all the regular telephone sets for home and business offices used by the Bell System throughout the United States.

869,616 square feet of 2" insulation were used by roofing contractor Ralph R. Reeder & Sons, Inc. in applying the Pittsburgh Corning Foamglas to the roof. Also some 23,436 lineal feet of Foamglas cant strip were used on the roof.

Architects for the huge plant were Allan and Kelley of Indianapolis.

This is the year of the great "shake-out" in the maintenance, repair and home improvement field!

This is the year when good management and the three R's of our business—RESPONSIBILITY, RELIABILITY and REPUTABILITY pay off!

Weaklings To Go!

This is the year when the weaklings, many of whom were attracted to the business during the "lush" wartime and following years, go back to their past and pick up the plodding and drudging efforts to make both ends meet. No more Cadillacs—back to the Model A's.

This is the year when organized industry effort will be necessary.

If the above statements have jarred you from your lethargy, let me explain my reasoning.

First of all, it goes without saying, you simply cannot make the net profit which was possible in the lower tax and wage era. If you doubt this statement, then take time to turn to the financial pages of your daily newspapers. You'll find bigger sales but

less net profit shown in the annual statements.

Let's think close to home and take the record of the largest maintenance,



C. N. NICHOLS

repair and home improvement contractor in the world—the Tilo Roofing Company. Their annual published financial statement shows an increase in sales from \$10,364,901 in 1951 to \$11,074,631 during 1952. Notwithstanding this almost three quarters of a million increase in sales, their net earnings dropped from \$504,916 to \$243,015. Would you dare to say that you are better equipped to profit from your business than Tilo? Can you have more opportunities for efficiency and progress than they?

Decline Predicted

Secondly, in the opinion of most economic experts there is a business decline in the offing. Not a serious one, but a decline. Your customers read the newspapers, listen to the radio and look at television. They know this fact. Are they going to blindly enter into a contract which means less net income each pay day? No, of course not. They are going to think and decide slowly. No "just want because we want it buying." They'll need the repair before they sign your contract.

Thirdly, credit will be tightened by lenders. The recent annual Credit Conference of the American Bankers Association in Chicago was filled with speeches and comments about installment credit. A New York banker told his audience—"Many bankers have just been too liberal in extending credit." Another banker reported—"several banks are in a very serious condition with between 8% and 12% of their installment loans past due." One banker said: "I'm cleaning

house"; then another on a more optimistic tone said: "With present high income levels the situation isn't desperate" but another added—"yet a slight recession really would put us in a hole."

Opinions, Yes, But . . .

Now all the above is only the opinion of a group of men. BUT the thing to consider is that THEY are thinking and *talking*. Even NERSICA at their 1953 Annual Business Session recognized the credit situation to its members' business by passing a resolution asking lending agencies to choose and pick their dealers according to *strict* FHA Title I regulations which say a dealer shall be investigated to determine his responsibility, reliability and reputability.

There is a brighter side to our future!

My prediction is taxes for individuals will surely be reduced as of June 30, 1953—only 5%—but reduced. Excess taxes will be allowed to expire on next June 30.

All materials will be plentiful—if not cheaper—except for a world situation which now does not seem apparent.

New popular products arise over the horizon of opportunity which can be used as profitable sidelines for maintenance, repair and home improvement contractors.

Consumer Position Improved

A recent survey, the Eighth Annual Survey of Consumer Finances, by the Federal Reserve System, shows consumers "generally feel they are in a better position to make major purchases." BUT the survey covered household appliances.

Lower living costs which seem to be close at hand will leave more money for the necessities and luxuries.

Arthur Babson, Vice-President of Babson's Reports who addressed the luncheon meeting at the 1953 NERSICA Convention, says: "While we expect the national physical volume of business to be slightly lower during 1953, it is our opinion that home maintenance sales should be as good or better this year, as compared to last." Then he warns: "If this does not come about, I can only say it is because not enough sales effort has been put forth.

You may say that this is a rather harsh remark coming from an outsider. However, I have good basis for making the comment."

In line with Mr. Babson's remarks, I'd like to say that better management, which includes better selling technique, is the only thing that will permit you, as a maintenance, repair and home improvement contractor, to survive in this transitional period.

The "easy-daisy" days are gone.

Volume without sufficient accompanying profit on each *individual job* is a thing of the past.

Selling Will Make the Difference

In my opinion, selling is the thing that can make the difference between profit and loss and failure or survival. Never has there been a time when sales have been so high on the calendars of manufacturers, distributors and retailers. As Jimmy Durante would say: "Everybody wants to get into the act."

Why?

Because the "gravy train has gone." Home owners no more beg you to sell them—they beg you not to bother them.

BUT if you have or will soon prepare yourself for the necessities of today, everything can be rosy. Proper selection and hiring of salesmen is the key to all selling problems. The National Association of Manufacturers has for the first time recognized the importance of "selection, training and compensation of salesmen." NERSICA became aware of this long before NAM when it planned the 1953 Convention Forum On Sales.

NAM represents almost 100% of the manufacturers in the United States. They spent a stupendous sum of money in setting up a traveling Clinic for Salesmen. It opened in New York and went from there to Philadelphia, Chicago, Los Angeles and Dallas. In announcing the program, they said: "More emphasis must be placed on selling—for years we've been concentrating on production. *The time has come now for concentrating on selling.*" The clinics were held as a result of a survey in which 1,000 industrial executives were asked their most pressing problems.

Getting a little more personal, I desire to call attention to the SALES

(Continued on Page 26)



Left Photo: Sales Supervisor Arthur Spetrino, L., of Addex Corp., talks to (R.) Convention Chairman Daniel Cades during a lull on the exhibit floor. Center Photo: Demonstrator shows effects of boiling on different types of shingles during Philip Carey lecture. Right Photo: Nersica members came out in force: L. to R.: Andy Furman, N.Y. Office; Francois St. Pie, Philadelphia; L. A. Randall, National President, Baltimore; W. R. McGee, Philadelphia, and C. N. Nichols.

Wholesalers hold auspicious 1st convention in Philadelphia

THE first roofing distributors and wholesalers Convention ever to have been held on the Eastern seaboard concluded a successful showing in Philadelphia on April 15th. While attendance was only fair, with the preponderance of contractors showing up in the evenings, interest aroused indicated that the show would continue to be held in future years.

About 60 booths were occupied, including representatives of many national as well as local companies, on the floor of the Convention section of the Commercial Museum which is part of Convention Hall.

A varied program of speakers, demonstrations, slides and motion-pictures

was shown at this Wholesale Roofings Association Convention, during the three day run.

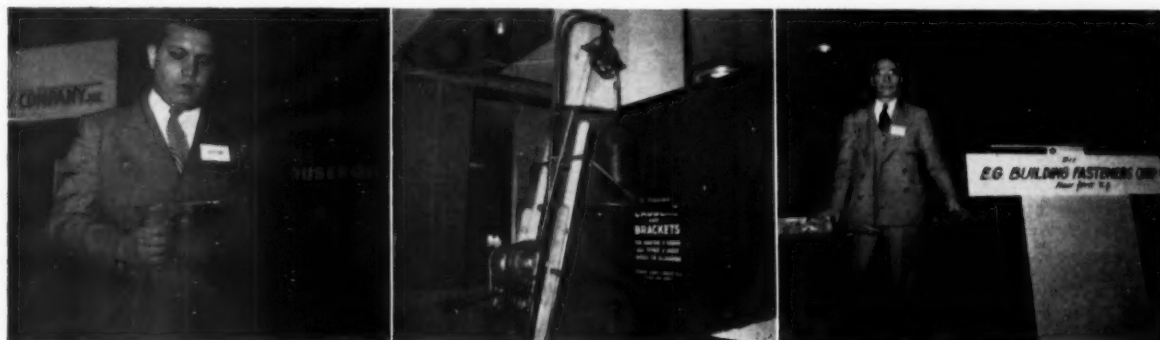
A demonstration of the fire resistance of various types of roofing materials was presented by Mr. R. F. Turner, Manager, Building Products Division, Philip Carey Company. Resistance to fire under various conditions was shown in regard to many types of roofing materials. One of the most interesting results was that materials often thought of as hard, insoluble, and extremely fire-resistant were actually less resistant to flames or dissolution under heat than other materials of what would appear to be less solid formation.

"Mechanical Handling of Roofing Materials on the Site," a short film by the Owens-Corning Fiberglas Corp. showed how rapidly enormous acreages of roof can be laid with the latest in labor-saving and mechanical devices.

Among other things seen and heard was Mr. E. Gisondi's (President E. G. Building Fasteners Corp.) talk on "Proper Application of Clinching Nails"; "Between the World and the Weather," a film presented by the Barrett Division, Allied Chemical & Dye Corporation; "Everyday Roofing Tests and What They Mean," a talk

(Continued on Page 27)

Left: Guy J. Bennett, Sales Engineer for the Torch-O-Matic Co. demonstrates a new type of soldering gun which was shown at the show. Center: One of Reimann & Georger's ladder-derrick's, just recently put on the market, was seen at the show. Right: Mr. E. Gisondi, of E. G. Building Fasteners Corp., lectured on "Proper Application of Clinching Nails."



Companies provide gadgets and visual aids for effective home canvassing

PRINTED materials and devices for making canvassing easier are offered by almost every company from which you buy. They're all aimed at overcoming the very real fear, hostility or indifference of the people whose bells you ring.

To pave the way for your canvassing, obtain doorknob hangers from your supplier. Hire a couple of reliable boys (almost all high schools have placement offices for after-school work) to hang them on doorknobs about five days in advance. This may seem wasteful, to the extent that the area is being covered twice, but it pays off in two ways:

How It Pays Off:

First, the doorknob hanger is a colorful, double-card advertising piece that gives your message immediacy. If you clip to it your business card or a little note "We will be in your neighborhood the week of . . .", you'll be cordially received more often than not.

Second, the doorknob hanger contains a business reply card. A typical message may suggest a free roof inspection, with space for name and address, and a place for the prospect to suggest when to call. You won't receive a business reply card from a great many people, but even a very few such responses will brighten your canvassing day and make it immeasurably easier to sell.

There is one more thing you can and should do before ringing doorbells—rehearse with a not-too-sympathetic audience. If your wife, or one of your fairly mature kids, or some other relative or friend will listen critically and react accordingly to your prepared talk, fine. Don't be angered by what they say, and don't be made complacent by what they don't say. If you

By R. L. WILLET
Special to American Roofer
& Siding Contractor

feel like a fool with a live audience, try your own face in the mirror, with as much realism as you can muster. You'll be amazed at how much you can learn about what to avoid and

what to do in your opening speech. In any case, be specific about what you're offering—you *are* offering a service—be cheerful, and sprinkle your talk liberally with "Ma'ams" and "Sirs".

Past the opening speech, or right along with it, take out your visual aids. These are your demonstration kits, "visualizers", samples and gadgets, of which you can probably obtain as many as you can carry. In addition to arousing tremendous interest, these things can tide you over rough spots in your talk. If you're even momentarily at a loss, you can easily bend down to your briefcase or sample kit, coming up with, "This'll interest you . . ."

Among the things you can show, with your talk, are color charts, how interlocking shingles hold together, samples of stages in the processing of asphalt roofing or siding, color samples, a three-dimensional viewer with colored slides, "before and after" pictures, siding "visualizers" showing

(Continued on Page 32)

Covering The World . . .

A SOUTH AFRICAN MERCHANT DIRECTED IN HIS WILL THAT HIS GRAVESTONE BE PLACED ON THE ROOF OF HIS HOUSE" SO THAT PASSERS-BY WOULD REMEMBER HIM ALWAYS!"



By Elmo



D-E-P-E-N-D-A-B-I-L-I-T-Y

Year-round-working, happy crews prove success of this motto

REMEMBER the cub who was sent to cover a wedding, and eventually trailed back to the city room and reported, "No story, boss, the groom didn't show up"? To those readers who expect flashy promotion schemes and sales-tripled-in-a-month, the story of Arthur E. Hart, roofer, of 520 Howard Ave., Bridgeport, is like the cub's idea of "No story."

But to those who are proud of their industry and see success in terms of justly rewarded service to a community, the career of Mr. Hart has the interest of the Rock of Gibraltar, and for much the same reason: it's solid, it's been there a long time, and it's likely to remain for a while. Mr. Hart, director of Nersica, councilman of the town of Stratford, thinks in terms of dependability, not of quick promotion.

Not that Mr. Hart is standing still! Giving eight men steady employment, and sometimes increasing his staff to twice that, he is always on the go, both literally (he turns up at every job) and figuratively, as business leader and public servant. He faces the inevitable

By O. J. MARR
Special to American Roofer
& Siding Contractor

problem of the successful business man: how far to expand. His refusal to hire more than one salesman and to expand contracts to the potential of his fine reputation is not a sign of lack of enterprise, but of cannyness and responsibility. Mr. Hart, a quiet-spoken, well-set-up man of 57, explained:

"You have to face the facts. The main fact in this line is the capable mechanic, and any roofer can tell you how rare he is, and hard to keep. My production is limited by the amount of *dependable* work I can guarantee. I refuse to oversell. I have Arthur Casey,

my one paid salesman—and hundreds of unpaid salesmen. I could hire two more salesmen, and lose dozens of the unpaid variety, because to do the increased work brought in, I'd have to put on roofers I don't know and couldn't depend on. Then I'd be in the tar—I wouldn't be able to get the work done when promised, and then next month and next year I'd be running back to fulfill my guarantee, to keep my reputation. And you stay in this business by not having to make unpaid repairs."

In an industry marked by large labor turnover, Mr. Hart has kept most of his men for years. They are family men, permanent residents of the community. They can depend on steady work, having had only three empty days this year, apart from weather. They are paid by the hour, rather than on a come-and-go piece basis. Mr. Hart turns up on every job not to check up on his men but to establish a feeling of confidence on the part of the home-owner. He trains a new man

(Continued on Page 29)

At top: Arthur E. Hart, left, demonstrates a folding door to Ray O'Connor, President of the Stratford, Conn., Chamber of Commerce. The occasion was a home show in the Court of Stratford High School. Mr. Hart finds home shows a profitable source of business.

NEWS of the Month

Lyf-Alum Expands Plant Facilities

Considerably enlarging an old plant, building an even larger new one, and equipping both with the latest in new, high-speed equipment, is the expansion program that Lyf-Alum, Inc., has just now completed. According to Mr. Joseph Schechter, president of the Wisconsin manufacturer of clapboard aluminum siding, both factories are now in full production, giving Lyf-Alum a productive capacity six times greater than before.

Lyf-Alum, Inc., has now consolidated its Milwaukee office operations with those of manufacturing—moving everything to Oconomowoc, Wisconsin, in the metropolitan Wisconsin area. Both the new plant and the expanded old one have been equipped with the most modern high-speed mills and machines, and are operated completely by push-button controls without a human hand touching them from the raw aluminum sheet to the beautifully finished baked-on enamel clapboard siding that is being produced in pure white and pastel colors.

Metal Fabricator Receives Aluminum Shingle Patent

Receipt of an original United States patent was announced in early April for the Aluminum-Lock Shingle Corporation of America on the Portland-owned company's four-way interlocking principle on roofing manufactured from aluminum, by the owner and inventor, L. J. Korter. The patents, which have been pending for four and one-half years, were granted by the government patent offices in Washington, D.C., said Korter.

At the same time, detailed plans for the plant's expansion, for which bids were called in February, were announced. Enlarged production lines, shipping, storage and warehousing will increase the Oregon home-office at S. E. Powell Boulevard by an additional 7,000 square feet.

Korter stated he was currently placing orders for an increase of several millions pounds of aluminum based on the governmental lifting of restrictions on consumer use of the light metal, effective June 30, and expects to be in full operation by mid-July, with 300% estimated increase in production of finished Aluminum-Lock Shingles.

So. Fla. Roofers Elect Officers For 1953

Steve C. Raymond of Griffin Industries, Inc. is the new president of the South Florida Roofing and Sheet Metal Contractors Association.

He and other officers for 1953 were elected at the association's annual meeting.



Serving with Raymond this year will be Wyley Shepherd, first vice president; John M. Montgomery, second vice president; William H. Marvel, secretary and George Obenour, Jr. treasurer.

Century-Old Brooklyn Firm Building Plant in Westbury

Theodore B. Smith, president of John Hassall, Inc., a 102-year-old company now operating in Brooklyn, N. Y., has announced plans for the construction of a new plant in Westbury, L. I. The company, originally established in 1850, started in New York City and moved to the Brooklyn address in 1888. Present facilities, consisting of four three-story connected buildings, no longer lend themselves to economical operation or expansion, Mr. Smith said.



This modern building, covering an area of approximately 88,000 square feet, will provide the means for economical operation the company has been seeking. The framing of the building is of structural steel with 42' to 50' wide bays in one direction and 26' in the other direction. A clear height of 14' below girders is maintained through the entire factory area of the building.

If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

Ruberoid Co. To Distribute Fiberglas Insulation

Fiberglas home and building insulation, a product of the Owens-Corning Fiberglas Corp., is now being distributed on a national basis by The Ruberoid Co., it was announced today by E. J. O'Leary, vice-president in charge of sales.

Fiberglas roll and batt blankets, pouring wool and perimeter insulation, packaged under The Ruberoid Co. name, are now available through the company's 20,000 dealers.

The major sales effort on the Fiberglas products, which supplement the Ruberoid line of over 100 asphalt and asbestos building and insulation materials, will be concentrated, Mr. O'Leary said, on the improvement of existing homes, on new construction and in the development of farm applications.

J-M Aids Red Cross Drive



L. C. Hart, L. V-P for Relationships of Johns-Manville Corp. greets John Sinclair, head of the National Industrial Conference Board, and Chairman of the New York Chapter of the American Red Cross at a luncheon given in the J-M Board Room to launch the 1953 drive in the industry, in N.Y.C.

Construction Boom Continues Record Pace Toward '53 High

The construction boom continued in March to tighten its grip on the prospect of setting another record high in 1953. F. W. Dodge Corporation announced today that its March figures for construction contract awards contained in the Dodge Reports carried the total for the first quarter to 11 per cent over the first quarter of 1952, in the 37 states east of the Rockies.

For March the residential figure was the star among the Dodge classifications with a total of \$605,200,000, up 45 per cent over

(Continued on Page 24)

Pitch shortage laid to warm winters and abnormal consumption

CONSUMPTION of pitch has reached such heights due to the mild weather which the Atlantic Seaboard had had during the last twelve months, and the general demand for pitch has become so high during the past several years, that despite vastly increased output companies have been unable to keep up with demand, according to Mr. A. L. Williams, Sales Manager for the Barrett Division in New York. Mr. Williams spoke at the recent 27th Annual Meeting of the New England Approved Roofers Association.

Mr. Williams pointed out that his own company, The Barrett Division, Allied Chemical & Dye Corporation, had increased its production of pitch in the four years, 1949-1952 more than 52%. It has sold and delivered

At the dais: Arch L. Williams tells roofers what's new in the pitch shortage, as Bill Alexander of Beacon Sales Corp., right, shuffles papers.

Three Barrett officials in informal pose. From left: A. L. Williams, Sales Manager, N.Y.; T. McManus, and Carl Timpe, Build-Up Roofing Expert.

more pitch in 1952 than in 1951. These facts, Mr. Williams stressed emphasis more than anything else that there is

no disposition on the part of Barrett to go out of the pitch business.

Mr. Williams spoke as moderator of
(Continued on Page 27)

Roofing, Siding Guild Hears 10th Anniversary Speech of C. N. Nichols

Speaking on the tightening market for businessmen in general and roofing and siding contractors in particu-

lar, C. N. Nichols, Managing Director of NERSICA, warned that a recession may lie ahead, and an era of

strong competition is certainly at hand, when he spoke last month to a meeting of the Roofing, Siding and Insulating Guild of New Jersey, a chapter in the Association. (Mr. Nichols' speech is reproduced in the present issue of American Roofer & Siding Contractor.)

H. B. "Doc" Sharer, Sales Training Specialist, U. S. Rubber Company, gave his speech on what makes a "Star Salesman A Star," which he also presented recently at a national roofing association meeting.

The meeting was attended by Mr. L. A. Randall, National President of NERSICA, who congratulated Mr. Val Sealander, who is President of the New Jersey Guild for the 1953 year.

The boys "drink 'er down" in a convivial moment at the New Jersey Guild Meeting. Extreme left: C. N. Nichols, "Vince" Crudele (sans drink), Val Sealander (cigarette, no drink), L. A. Randall (with martini), and "Don" Lingenfelter, (as the man of distinction).



WHAT'S NEW?

Equipment—Booklets—Practice—Materials

Glove Reconditioning Service

U. S. Industrial Glove Corporation announces a new service to industry, the reconditioning and reprocessing of worn and damaged, smooth and rough plastic dipped cotton gloves.

The new service designated as "Over-Kote", is available in practically all industrial areas through the corporation's Gloveco National Service. Thorough investigation and tests have proven that up to 90% of previously discarded gloves can be reclaimed and that the service is as practical and workable as that of reconditioning fabric and leather gloves with important savings possible to industry.



The practicability of plastic dipped gloves has been proven in a wide variety of industries for the greater resistance to wear and better grip they afford. However, the expense has been recognized. The new Gloveco service, which includes cleaning, sterilizing, patching and repairing, reshaping, recoating, vulcanizing and pairing and which assures in most cases 100% reusability all at a small fraction of the cost of new gloves, should make the use of plastic gloves completely practical.

Literature on Copper and Brass Products

A file-size bulletin listing nearly seventy catalogs and technical handbooks on copper and brass products has been published by Chase Brass & Copper Co. Incorporated, subsidiary of Kennecott Copper Corporation.

Publications in the listing include descriptions of copper and copper engineering alloys; copper bus conductors; copper wire, cable and magnet wire; copper water tube and fittings; brass and copper building products; copper tube and fittings for radiant heating; condenser and heat exchanger tubes; brass and copper industrial wire cloth; brass and copper rivets, burs and washers; and pipe and tube products.

The bulletin also lists available newspaper mats, data charts and radio scripts for the promotion of brass and copper products. The back cover of the handy 8½" by 11" bulletin is printed on sturdy cover stock to provide four postage prepaid reply cards for conveniently ordering copies of the literature.

Termite-Control Product

A termite-control product used by professional exterminators is now available in package form for consumer use, enabling contractors to termite-proof new homes as they are built.

The new product, called Arab U-Do-It Termite Control, is produced by the Federal Chemical Company, Incorporated, of Indianapolis, long established parent firm to 26 widely located Arab Pest Control companies. It is being marketed nationally through lumber dealers.

The Termite Control, which is designed for the soil-treatment method, is sold in a highly concentrated liquid form. Mixed with plain tap water, one gallon of the concentrate makes 100 gallons of termite killer. When applied to the soil as directed on the label, it will prevent infestation by subterranean termites for many years. Application is simple and sure, since the habits of subterranean termites are well established.

New Stone Insulating Siding

The latest addition to the famous line of Flintkote Insulating Sidings is a handsome stone design panel—Venetian Stone. This siding features a gray mortar line with a light gray stone facing. In addition, all end joints are coated with a special waterproofing compound—the same shade as the panel face—to provide an over-all, uniform side-wall appearance.

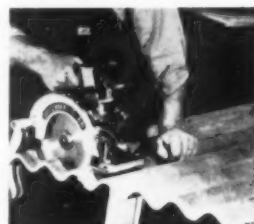


This new stone siding is ideal either for modernizing homes or for the renovation and improvement of existing commercial building.

If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

New Abrasive Saw Blades

To simplify cutting the many tough building and industrial materials such as stone, metal, plastic, and synthetic hardboards, the Porter-Cable Machine Company has developed a new set of equipment consisting of a high-speed, kick-proof electric saw and three types of abrasive blades which are said to cut through almost any material that exists.



Contractors, manufacturers and even dealers find it hard to determine which of the numerous abrasive blades on the market is the right one for cutting a particular substance. To clear up this confusion, Porter-Cable's research division tested a complete variety of abrasive blades on every kind of material and charted the results. These tests proved that only three types of blades were necessary to cut, score or grind almost any problem material. For quick identification, Porter-Cable packages the new blades in three different colors to designate their respective uses.

The "Red Label" blade cuts compositions such as Transite, Mycoloy, asbestos siding, Masonite, Fiber board; and non-ferrous metals such as aluminum roofing, copper gutters, zinc flashing, bronze pipe, and similar materials.

Roof Drain

Possibility of damage to roof areas by heavy loads of backed-up water which are a threat to roof safety is reduced by Zurn Air Relieved Cloudburst Type Roof Drain.

Major improvement over conventional roof drains is especially large and deep sump area in Zurn Air Relieved Cloudburst Type Roof Drain which acts as a temporary reservoir, eliminating swirling and splashing and allowing entrained air to escape before water enters drain pipe.

Maintenance of such a hydraulic head on downspouts compensate for pipe entrance friction factor and assures continued flow

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20 Year Mayor of Conn. City Still a Roofer To His Friends

**Special to American Roofer
& Siding Contractor**

Bridgeport, Conn.

"JASPER McLevy has been mayor of this town for twenty years, but he can't forget he was once a roofer," a leader of the industry in Bridgeport said the other day. "He turns up at every repair job he can, and it's all his specially picked maintenance staff can do to keep him from grabbing hammer and brush."

Maybe that's exaggerated, but Jasper McLevy, mayor of Bridgeport since 1934, still is a welcome guest whenever the local chapter of Nersica gets together, and was the main speaker when it was organized some years back. His simplicity of manner and dress and his unpoliticianlike bearing and speech are proverbial.

"He's probably wearing the same hat and suit he wore in 1933, the day after his first election, when he went back to finish a roofing job he had interrupted to do some last-minute campaigning," said our informant. Mr. McLevy is supposed to have said on that occasion, "What else could I do? I wasn't mayor yet, and the job had



Mr. McLevy is a vigorous and salty 73, and is now in his tenth successive term as mayor. He first ran, on the Socialist ticket, in 1911, and was beaten nine times before victory in the New Deal landslide in 1933, when he won 48.5% of the votes, defeating his nearest rival 22,445 to 16,375. He still runs as a Socialist, but few of his supporters take party labels seriously, since they cut across political lines. In 1938, he polled 160,000 votes for governor, thus helping Raymond Baldwin, Republican, defeat Wilbur Cross, the incumbent.

On his marriage certificate, dated Dec. 10, 1929, he put down his occupation as "Roofer". Both his parents were born in Scotland.

Left: Mayor Jasper MacLevy, who kept right on working on the roof after hearing he had been elected. The one-time roofer has been nationally famous as Mayor of Bridgeport, Conn. for almost twenty years. He is surveying his town on a busy afternoon.

to be finished, didn't it? I wasted enough time blowing my lazoo" (his term for campaigning).

Sprayed-On Coating Shows Fire Resistance Under Actual Conditions

Building specialty men unfamiliar with the unique fire-resistant properties of sprayed-on exterior wall coatings will be interested in this actual case history, reported by a sprayed coating firm.

"Some months ago," states William Stanley, Sales Manager of the firm, "a sudden, unexpected fire enveloped a Huntington Park (Los Angeles) apartment building. Interior and furnishings were consumed at once. But,

as the owners themselves told us: 'Because we had the protective coating on

the wall, it saved the entire roof and also the adjoining apartment . . . The above photograph proves their point."

"Fire-resistant qualities of some exterior coatings," says Stanley, "are due to the mica, perlite, titanium dioxide and long-fibre asbestos content. All of these raw materials are fire and heat resistant to a greater or lesser degree. But we feel that our product is superior from not only a fire-resistant, but also a beauty and durability viewpoint, because of our specialized formula that also includes Kenplaz 6-10, a patented, unique bonding compound."



Right: Fire could not destroy the walls and roof of this spraymastic-coated building in Los Angeles, California. Fire-resistant coating prevented spread of flames to rest of large apartment building.

—Photo & Data Courtesy
The Kenitex Corp.

What's New

(Continued from Page 22)

at full capacity. Extra large, non-clogging mushroom type dome strainer increases free open area of straining surfaces up to 9:1—a unique feature of Zurn Roof Drains. Wide flair of dome permits maximum flow into drain.

Gravel guard, integral with clamping collar, prevents clogging of primary drainage. Dome fits snugly, flush with roof level and minimizes collection of debris. Bayonet type locking device secures dome to body and is easily released for cleaning. Broad, plain clamping surfaces provide easy flashing. If desired, side outlet connection below roof slab is provided. Furnished in Dura-Coated cast iron, galvanized cast iron and bronze for prefabricated steel deck, wood, concrete or other roof construction.

* * *

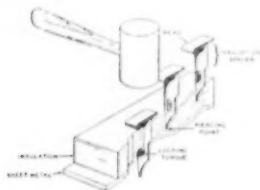
Sealing Compound

Dennis Chemical Company announces the development of Dennis No. 8500 Plastic Sealant, a general purpose sealing compound. It is recommended for many uses where a superior glazing, caulking and waterproofing compound is desired. It is non-drying, non-hardening, non-staining and non-contaminating, and is supplied in bulk and extruded forms.

* * *

New Insulation Clips

Insulation can now be installed on steel roof decks and sheet metal ducts cheaper and faster with a new-type mechanical fastener. Savings in labor and material up to 70% can be achieved with the Lexsuo insulation Clip, the first fastener specifically designed for fastening insulating.



Designed for use with semi-rigid and rigid insulation up to two inches thick and sheet steel up to 18 gauge, the Lexsuo Clip anchors insulation permanently with a positive-locking action. The ready-to-use clip can be installed simply and quickly, eliminating the extra operations, time-consuming delays and uncertainties present in other methods of mechanical or adhesive fastening.

On roofs, Lexsuo Clips pin the insulation securely to the decking and prevent any possibility of "blow-off" or insulation movement. The clip self seals the slot it shears, thus preserving any existing vapor barrier.

Lexsuo Clips require only an ordinary mallet or hammer to drive them through the insulation and the metal decking or duct. The hardened alloy steel clip pierces the metal easily, then locks the insulation in place with a special locking tongue. The

high pull resistance of this tongue prevents loosening of the insulation regardless of the position or pitch of the surface. Other features of this unique clip are its one-piece

(Continued on Page 33)

News of The Month

(Continued from Page 20)

February and 2 per cent above March, 1952.

The three-month total reached \$3,444,696,000. Dodge's March reports totalled \$1,347,518,000, up 32 per cent over February and 2 per cent over March, 1952.

Other three-month 1953 figures compared with three months 1952 were: Non-residential, \$1,230,410,000, up 10 per cent; residential, \$1,483,804,000, up 12 per cent; heavy engineering, \$730,482,000, up 11 per cent.

* * *

Aeroil Increases Plant Facilities

Large extensions have recently been added to the main factory structure, and provisions for increased manufacturing space have been made by the Aeroil Products Company, Inc.



New Aeroil Warehouse

A huge separate warehouse has just been completed, to accommodate new equipment coming off the production lines, thus eliminating previous methods of "in plant storage" of completed units.

Motor trucks can now back right up to the warehouse platform to take on loads for shipment all over the country. The firm's production has generally been stepped up as a result of the increased facilities.

* * *

Philadelphia Roofers Hear Discourse on Pitch

Dick Richards of the Barrett Division, Allied Chemical & Dye Corporation's Philadelphia office delivered a discourse on pitch at a recently held meeting of the (Philadelphia) Roofing, Heating and Ventilating Engineers Association.

Joseph A. Lynch, Advertising and Sales Promotion manager of Aeroil, and John Carrino, South Hackensack branch manager, attended the meeting as special guests, representing Aeroil Products Company, Inc. Door prizes were given out through the courtesy of both Aeroil and The Barrett Division.

* * *

New Denver Plant to Produce For Ruberoid Co.

Announcement has been made of the completion of a long-term agreement between The Ruberoid Co., manufacturers of asphalt

and asbestos building products, and Lucky Star Roofing Products Corp., of Denver. Under this agreement, Lucky Star will produce exclusively for Ruberoid a complete line of asphalt roofings and shingles for servicing the Denver area.

The new Lucky Star plant now being completed in Denver is said to be one of the most modern roofing plants in the United States. Operations at the plant are expected to commence in June of this year. Production will be maintained for both the Ruberoid and Old American brands of Asphalt Roofing Products which are sold by distributors and dealers in the Rocky Mountain territory.

* * *

Lewis Asphalt Appoints New Sales Engineer

Mr. Gerald B. Grinnell has been appointed to the Sales Engineering Staff of Lewis



GERALD B. GRINNELL

Asphalt Engineering Corporation. According to Martin Jelin, President of Lewis, he will cover their New England territory.

A 1926 graduate of Springfield College, Mr. Grinnell has had over 25 years of experience in the building field. Prior to joining Lewis, he was Manager of the Building Specialties Division of the Insulation Company, West Hartford, Connecticut. He is a resident of Newington, Connecticut.

* * *

Certain-teed Establishes Divisional Sales Set-Up

Certain-teed Products Corporation, building materials manufacturer of Ardmore, Pennsylvania, has named Carl E. Berzelius and L. B. Hartnett as division sales managers. Mr. Berzelius was sales manager of Certain-teed's gypsum and allied division; Mr. Hartnett served as Cleveland District sales manager.

Announcement of these changes in the company's sales organization was made recently by Malcolm Meyer, Certain-teed's general sales manager. "It is a move we had been considering for a long time," Mr. Meyer stated. "As our sales and sales organization have grown over the past few years, it has become increasingly necessary to provide added sales supervision."

The Eastern sales division, which is headed by Mr. Hartnett, will consist of the entire East Coast and extend westward to include the Memphis-St. Louis areas. Mr. Berzelius is Western division sales manager. Both men will make their headquarters at the company's main office at Ardmore, Pa.

Kinks and Short Cuts

Heavy Two-Piece Ladder Put Up One Section at a Time

A heavy two-section ladder can be put up against a building with less work and danger by one man if the following method is used. The lower section is leaned against the building, with the top section on the ground in front of it. Pick up the top end of the upper section and ascend the lower



section as far as is practical. Then, with a hand-over-hand movement, continue to slide the upper section up until there isn't enough room to continue this method. Next, return to the bottom of the ladder, grasp the lower end of the upper section and slide it through the fasteners at the top. Now it can be pushed up to the desired height in the usual manner.

(Popular Mechanics)

Nailing It Down

(Continued from Page 18)

jumped from the building. They were reported in serious condition.

It would be trite to say that Mr. Nelson should have known better. Yet how many contractors have customers whose attempts at repairs have resulted in anguish to themselves, and the unhappiness of knowing that their neglect to call in a competent roofing contractor has increased the cost of the repair job.

The tragic accident reported here

Leigh

brings you

GIANT TRIANGLE VENTILATORS



Giant Ventilator for Low-Pitch Roofs (5-12 Pitch)

- 3 Sizes • Low Cost
- Rigid Construction

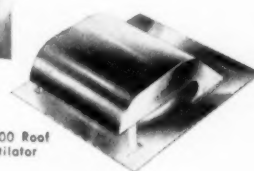
Leigh Giant Ventilators are real news! Now you can get a giant ventilator *completely assembled*, priced far below any handmade ventilator. Three sizes for any job. Louvers and frames especially designed for strength and rigidity require no cutting or fitting. Simple to install. For freedom from shipping damage, two larger sizes are shipped in two halves that snap together easily without requiring tools of any kind. Aluminum or double-protected steel, screened in back. Packed two ventilators per carton.

SIZES: Ventilator 47" in length has 84 sq. in. free area
Ventilator 69" in length has 187 sq. in. free area
Ventilator 90" in length has 344 sq. in. free area

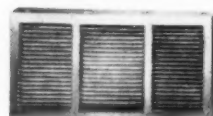
Leigh is the Complete Ventilator Line



No. 400 Attic Ventilator



No. 500 Roof Ventilator



M Foundation Ventilator

No matter what your ventilator requirements — Leigh makes it! Attic, roof, foundation, adjustable triangle ventilators thru-the-wall models, brick and cement block ventilators. Order from the *complete* line to save time and money!

Send today for the colorful Leigh Catalog — it's FREE!



LEIGH BUILDING PRODUCTS DIVISION

Air Control Products, Inc. — Dept. R Coopersville, Mich.

Pre-painted Steel Alloy Clapboard Siding



7 big features that mean more profits and more business for you.

7 BIG FEATURES

Cost 20% less than comparable competitive materials.

Has a beautiful pre-painted baked enamel finish.

Looks like wood yet outlasts wood.

Tensile strength greater than aluminum.

Fine paint job which adheres to steel better than aluminum.

Has less wrinkles on wall, harder material than any other metal.

One job sells another — your silent salesman.

★ Exclusive Dealerships Available in Some Territories

Phone — Wire — Write For Additional Information

SAKER & VOLPERT

NATIONAL DISTRIBUTORS

3180 Belmont Avenue, Youngstown, Ohio

Telephone Youngstown 73250

should be used by every roofing contractor to impress in every possible way that "It can happen here." The dangers should be brought home to the prospect in the most forcible way possible. The sales line that "it takes experts to do a job that involves some danger to the doer" should be in every contractor's vocabulary.

In the same line the roofer can bring home to the customer a point about doing your own repairs that must be considered regardless of the danger involved. Many people succeed in botching up a job and adding to the expense and then must ultimately call in a good roofer to undo the damage.

Making note of these possibilities in advance is the wisest approach to selling repair jobs. When a customer who has already botched a job calls in the contractor he isn't going to be in any too pleasant a mood to negotiate. You may get that job, but not the goodwill. Tell 'em and sell 'em now!

"Shake-Out" Is On

(Continued from Page 16)

FORUM program at the 1953 New York City NERSICA Convention. Here was developed a sales training short course which sent everyone back to their offices full of information and ideas to help them battle the future of their individual businesses. They exchanged ideas on "How To Attract," "How To Interview," "How To Hire," "How To Train" salesmen and finally, "How To Keep A Profit For Themselves."

Those who attended and participated in the Sales Forum are ahead of a competitor who was absent. NERSICA, however, has determined to exact from this Forum and previous ones held on Selling and Sales Training, material from which will be produced a Sales Manual for Maintenance, Repair and Home Improvement Contractors." The manual will be produced by a professional writer and will, it is believed, be the first sales book produced for the door-to-door type salesman.

NERSICA feels to keenly the importance of sales training that the program for the Second Annual Western Conference in San Francisco, September 21-22-23, 1953 will be on the subject and patterned after the New York City Convention Program.

Finally, refer again to my opening



Eureka Fiber Glass Mops Slash Labor Costs

Maximum, hot stuff pick up, easy uniform spread means better faster work . . . sharply reduced labor costs . . . more profits for the roofer.

Roofers use the Eureka like a regular yarn mop . . . no need to learn new mopping techniques. It's built to last, too . . . char-proof aluminum sleeves . . . triple wired . . . double nailed makeup . . . it's a quality mop and "Quality Pays for Itself."

Order now or write for free information.

**EUREKA MOP CO. 1808 CHOUTEAU AVE.
ST. LOUIS 3, MO.**

statements. There has never been a time when there is need for more teamwork. The gamut of individualism has been run. You must work with others to succeed. Whether this be through your Chamber of Commerce, Better Business Bureau, Service Club, NERSICA or each of them, you *must* not try to go it alone.

The future can be bright—it depends on you!

Wholesalers Convene

(Continued from Page 17)

given by Mr. M. R. Richards, District Sales Manager, The Barrett Division; and "How Industry, Publicity and Advertising Help the Dealer and Roofing Contractor Sell," a film.



Chairmen of the various Convention Committees: Standing: from left, John Phillips, (Education); Daniel Cades, (General Chairman); Charles E. McCall, (Displays); Seated, from left: Joseph B. Weinstein, (Program & Directory); and Allen H. Kirby, Jr., (Invitations). Mr. Kirby is President of Wholesale Roofings Association, and Mr. Cades and Mr. McCall are Vice Presidents.

Mr. John Phillips of the Wholesale Roofings Association acted as program chairman. He was assisted on Monday Evening by A. M. Haff, on Tuesday Afternoon by H. W. Stelwagon and on Wednesday Evening by Daniel Cades.

Pitch Shortage

(Continued from Page 21)

a panel discussion built-up roofing problems sponsored by The Barrett Division, which included:

J. J. McManus, Technical Supervisor, Edgewater, N. J. Plant.
C. M. Timpe, Technical Supervisor, Building Materials & Sales
L. H. Hackett, New England Sales Supervisor.

Sharing the spotlight at the two-day convention were two other speakers who spoke out of personal experience.

(Continued on Page 29)

"BIG STEEL"

NEEDED

Karnak®

WATERPROOFING PRODUCTS

Fairless Works of United States Steel Corporation's plant at Morrisville, Pa., on the Delaware River, is the country's largest single steel construction project undertaken at one time. Waterproofing done by Lewis and McDowell, Inc., New York City.



Karnak fabric is packed in a sturdy corrugated carton for protected shipping and storage. It keeps the fabric in perfect condition until used...cuts fabric loss.

When permanent waterproofing was wanted on the foundation of U. S. Steel's new "Fairless Works," Karnak was chosen by the contractor. This is the largest individually financed industrial project in the world and called for the best in all materials. That's why 750,000 yards of Karnak were used to protect against water, wherever there was a hydrostatic head.

Why Karnak? Because it has the Membrane System of waterproofing that holds secure against hydrostatic head or any water condition.

The secret to the extreme water resistance is the Karnak Membrane Fabric. Open Mesh Cloth, specially woven of long, fiber cotton is carefully saturated with highly refined asphalt so as to leave the mesh open. When this fabric is layered on the job with alternate moppings of liquid asphalt, it provides a tough, thoroughly waterproof membrane that resists cracks, abrasion and settling to maintain water resistance through the life of the structure.

The non-sticking fabric unrolls easily...to the very end. It "works" faster and with no waste. It saves labor costs on the job.

The Karnak system is also the best for roof patching, skylight flashing, window and door flashing, through-wall and cornice flashing, as well as waterproofing against a hydrostatic head in dams, swimming pools, viaducts and tunnels.

Send coupon for complete information.

LEWIS ASPHALT ENGINEERING CORP.
30 CHURCH ST., NEW YORK 7, N. Y.



OTHER KARNAK PRODUCTS

Roofing and Waterproofing Fabric	Caulking Compounds	Aluminum Roof Coating
Asphalt Roof Coatings and Cements	Asphalt Emulsions	Wood Block Mastic
	Floor Mastic	Tile Cement
	Asphalt Paint	Joint Filler

LEWIS ASPHALT ENGINEERING CORP.

30 Church St., New York 7, N. Y.

Please send me **FREE** information about
KARNAK Membrane System of Waterproofing

NAME _____

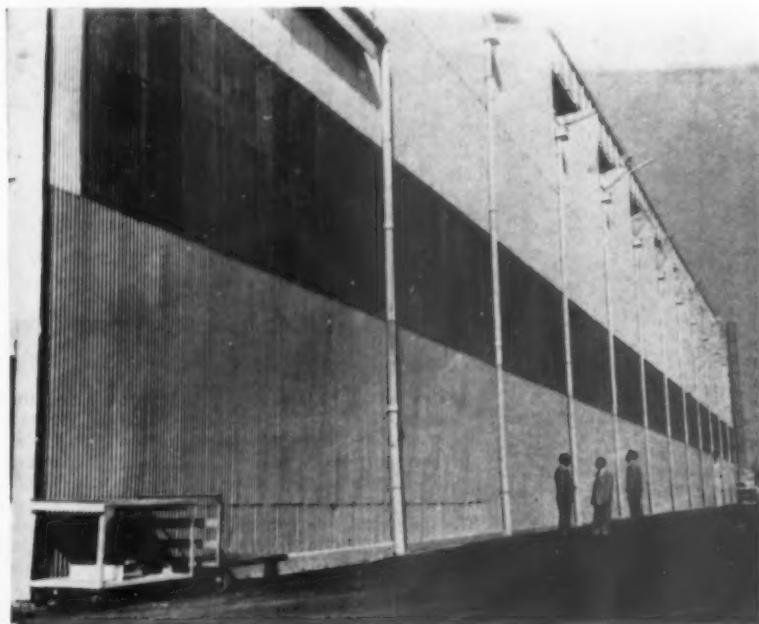
ADDRESS _____

CITY _____ ZONE _____ STATE _____

Other items I'd like to know about _____

Aircraft Company Replaces Glass With Translucent Plastic Corrugated Siding

Douglas Aircraft Co. has taken advantage of the unusual properties of translucent plastic building material, by replacing large areas of glass with



these shatterproof panels to provide greater plant security.

A total of 1700 square feet of corrugated panels were installed for sidelighting and skylighting in the Douglas El Segundo (California) plant several months ago, providing improved working conditions as well as increased protection.

Colored panels transmit light freely but are not transparent. They are made by combining resins and glass fibers, under heat and pressure, into sheets of great strength and permanence.

The translucent plastic's shatterproof qualities are an especially important factor for defense industries, where the threat of bomb damage must be considered. The reinforced plastic panels also are highly fire-resistant, and will not crack, craze, warp, buckle, sag, rot or mildew.

Officials examine corrugated translucent panels which were installed in the Douglas Aircraft Company's El Segundo, California plant not long ago. Colored panels transmit light freely but are not transparent. 1700 square feet of the material were installed in the plant.

The DOUBLE DOUBLE Life of HYDE ROOFING KNIVES

Hyde's No. 10 Roofing Knife leads a *double* life—yes, gives you *double* wear because of its two-point blade. Made from Hydrex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

HYDE MANUFACTURING CO.
SOUTHBRIDGE, MASS., U. S. A.



*Regardless of
the weather*
PARALASTIC*
CAULKING COMPOUND
gives
BEST PROTECTION!



Depend on PARALASTIC to deliver an excellent job every time! Weatherproofs—Waterproofs—Insulates. Easy working characteristics too!

ALL COLORS! Aluminum . . . Brilliant White . . . Natural . . . Gray . . . Green . . . Cream . . . Brown . . . Black . . . and all pastel colors to match asbestos and insulating sidings.

*Reg. U.S. Pat. Off.

SOLD BY LEADING JOBBERS!



IT ISN'T INSULATED UNLESS IT'S CAULKED
PARALASTIC PRODUCTS CO. INC.

123 EAST 42nd ST., NEW YORK 17, N. Y.

Pitch Shortage

(Continued from Page 27)

Mr. J. Henry Flynn, owner of the Flynn Roofing & Sheet Metal Works, Cambridge, Mass., gave a talk on "Overhead and Its Relation to the Break-Even Point." As a roofing contractor who has been an accountant, Mr. Flynn brought an expert's opinion to all phases of this discussion.

"Building Design and Its Effect on Efflorescence, Masonry Disintegration, and Wall Leakage" was the subject of another talk, given by Mr. Stanley Newman, of the Stanley Newman Co., Cambridge, Mass.

The Convention was held at the Hotel Somerset, in Boston. According to Mr. William B. Alexander, Secretary-Treasurer of the Association, attendance was good, comparing favorably with the previous year.

The following officers were elected for the coming year:

President—Norman W. Pemberton, of Norman W. Pemberton, Inc.; Wollaston, Mass.

Vice-President—Frank L. Maguire, of W. J. Maguire Co., Brighton, Mass.

Sec'y-Treas.—Oscar R. Hahnel, Jr., of Hahnel Bros. Co., Lewiston, Maine.

DE-PEN-D-A-B-I-L-I-T-Y

(Continued from Page 19)

by the simple method of putting him with a good veteran.

"I keep on friendly terms with the men, but I do not interfere with their home life. This morning I stopped off on a job, and one of the men was coming back with coffee and crullers. The men knocked off for a couple of minutes. Coffee hour seems to have caught on generally, and I don't try to oppose it."

The Hart Company's guarantee is in the form of a printed bond "to replace or repair any defects in material or workmanship . . ." within ten years. In case of any question of responsibility, "I lean over backward. Remember, I want the customer to be my salesman, too." Mr. Hart tells his office manager, Mr. Sidney Mott, to



The sprayers started each morning at the top of the building. Upper inset: How the coating was applied. Lower inset: How the Binks Pump was mounted right on the drum, at ground level.

SAVES 20% on coating 20-story building

When the Edgewater Beach Apartments—one of Chicago's more famous buildings—needed a new "face," the J. W. Ryan Company, decorating contractors, decided to spray rather than brush the coating on.

Mr. Ryan reports that spraying was about 3 times faster than brushing. He estimates that spraying reduced total costs about 20%! And the building management advises, "Spraying produced a much more uniform coating."

A Binks Model A-101 Pump (10-to-1 pressure ratio) delivered the material from the 55-gal. drum through 1-inch hose to the stage. The coating was applied with Binks 7E1 Spray Guns using $\frac{1}{4} \times \frac{1}{4}$ nozzles. About 200,000 sq. ft. were covered with a $\frac{3}{16}$ " thick coat.

Binks makes a complete line of equipment for applying resurfacers and roofing materials. Write Binks Manufacturing Co., 3126-30 Carroll Ave., West, Chicago 12, Ill., for full details.

For full data on cost-cutting spray equipment, MAIL COUPON TODAY!

Binks
EVERYTHING FOR
SPRAY PAINTING

FREE . . . Manual 700 and Bulletin 751 . . .
tell how Binks equipment saves hours applying side-wall coatings, roofing, and other heavy materials.
Binks Manufacturing Co.
3126-30 Carroll Ave., West, Chicago 12, Ill.
Rush me a copy of Manual 700 and of Bulletin 751. I understand there is no obligation.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

REPRESENTATIVES IN PRINCIPAL U.S. & CANADIAN CITIES - SEE YOUR CLASSIFIED PHONE DIRECTORY



STAY SHARP ROOFING KNIFE



**MADE TO DO A SUPERIOR
JOB: R. MURPHY
stay sharp ROOFING KNIVES**

No Play — No Wobbling

R. Murphy "Stay-Sharp" blades, processed from finest tempered steel, are famous for the way they hold up under tough usage. Their hand-honed razor-sharp edges cut the roughest materials easily.

R. Murphy Knives completely eliminate any play or wobbling because of the precision riveting of blade and handle . . . the latter custom-designed for proper grip.

For the *steadiest, cleanest, easiest* cutting roofing knife—ask for R. Murphy "Stay-Sharp" Knives at your Roofing Supply or Hardware Store.

There's an R. Murphy Knife for Every Purpose. Write for FREE catalog showing the complete line.

Tested Quality for over 100 Years

**R. MURPHY'S
SONS COMPANY**
AYER,
MASSACHUSETTS

R. MURPHY Knives

CLARK GABLE says—"I gave, and you should, too.

"It's easy to do it this way, by mail, in an envelope addressed to 'Cancer,' care of the postmaster in your town.

"Every dollar will help the American Cancer Society save lives, through research, education, and service to cancer patients.

"Because cancer strikes one in five, this fight is your fight. GIVE NOW!"



**YOUR NAME
ADDRESS**

**CANCER
POSTMASTER
YOUR TOWN**

**GIVE TO
CONQUER
CANCER**

make no extravagant promises of speed on a re-call. "If we are doing a job in the neighborhood, our man stops in after work the same day. At worst, we're there within the week."

Office Clerk Is a Man

The presence of Mr. Mott, rather than a young woman, in the office, reflects Mr. Hart's recognition of a special condition in his business. People who call up to discuss a contract or a repair job feel more confident when they can talk roofing language with Mr. Mott, rather than have to wait until Mr. Hart can call them back. "He's really as much a salesman on that phone as I am."

The Hart Roofing and Insulation Company has been in its present location, its second in Bridgeport, since 1945. There are three buildings: an office and display room with a storage room behind and a rented four-room apartment above, a large concrete block storage building, and a frame garage for two trucks, with lumber-room upstairs. Mr. Hart started work in the brokerage business and would probably be a name on Wall Street today if not for a touch of gas in World War I that forced him to seek outside work. He started with the Tilo company of Jamaica, Long Island, and after going up the ladder in various firms he opened a Bridgeport branch for the Globe Home Improvement Company in 1937. In 1938 he opened his own business. He resides in Stratford, which adjoins Bridgeport to the east, and is serving his second term as councilman.

The company gets much of its work from real estate management companies and banks. In all the years there has been only one hospitalization accident of a Hart employee. The company uses standard materials—products of nationally known companies. One of the men is a specialist in leader and gutter work, and another in installing combination screen and storm-windows, which Mr. Hart keeps as a sideline as an accommodation, but without special promotion. "That's primarily a salesman business," he said, "and right now I don't want to have salesmen in my hair—if I had any."

What is giving zest to his business life and expression to the merchant's natural desire to expand is another sideline, a folding door-partition, for

which Mr. Hart is the local dealer. "I was on my feet for five hours last night at the Bridgeport Armory, where the Better Home Show is being put on by the Builders Association. I have a booth there, in conjunction with the Hardware Sales Co., of Fairfield County, the distributor."

Again Mr. Hart's canniness shows itself, in that the installation of the folding door requires no special skill. One of his roofers doubles in doors.

"I don't know what you'll make a story out of," Mr. Hart wondered as he held the door open. A man tries to do an honest job, and the community accepts him. That's all there is." That's plenty.

Erie Roofers Promote Services In Co-op Newspaper Ads

The Sheet Metal & Roofing Contractors' Association of Erie, Pa. promoted their services in a cooperative newspaper ad which carried the complete roster of the group's membership, along with addresses and phone numbers.



—For—

- Roofing • Spouting
- Heating • Ventilating
- Air Conditioning and
- Sheet Metal Fabricating

In Stainless Steel, Copper, Aluminum, Galvanized Iron and Tin

—CALL—

Any one of the dependable and experienced members of

**THE SHEET METAL & ROOFING
CONTRACTOR'S ASSOCIATION**
OF ERIE, PENNSYLVANIA
THEY WILL SERVE YOU WELL

<p>B. A. Buman 1917 West 20th St. 9-2115</p> <p>Coleman Sheet Metal Wks. 115 West 20th St. 9-1145</p> <p>The Crossley Company 24-72 West 24th St. 4-6657</p> <p>Patsy D'Aurora 1717 1/2 Poplar St. 76-5585</p> <p>Max Davis 1130 East 26th St. 81-4799</p> <p>Erie Stoker & Heating Co. 201 French St. 4-6612</p> <p>Fowler Heating Company 27 East 18th St. 18-0175</p> <p>J. Hartline & Sons Co. 978 West 21st St. 7-6130</p> <p>Gust Krack Company 1813 West 19th St. 7-4205</p>	<p>William Krack 2110 Liberty St. 4-3071</p> <p>Marine Sheet Metal Wks. 89 of French St. 76-5589</p> <p>McCreary Roofing Co. 1919 French St. 7-7040</p> <p>Neth & Company 710 West 18th St. 2-4740</p> <p>Patterson & Stirling 4912 West 17th St. 3-5550</p> <p>Sweeney & Mathewson 2017 French St. 9-7530</p> <p>Trost Roof & Sheet Metal 1516 Liberty St. 7-3137</p> <p>The Warren Company 411 East 19th St. 4-2381</p> <p>Felheim Heating & Roofing Co. 1470 W. 26th St. 9-0613</p>
--	---

Said ad copy: "For roofing, spouting, heating, ventilating, air conditioning and sheet metal fabricating in stainless steel, copper, aluminum, galvanized iron and tin, call any one of

DOUBLE Your Output with SPEED-MASTER

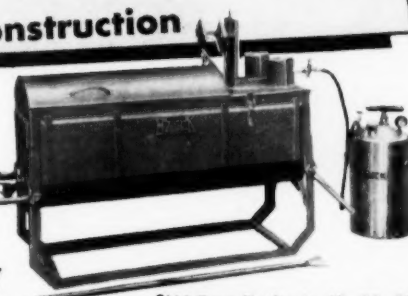
THE KETTLE WITH
FLASH-PROOF FLUES



Trailer Kettle on Pneumatic Tires
Solid Rubber or Steel Wheels—
in 55, 80, 115 and 165 gals.

**Easiest to Clean • Cheapest to Operate
Best Construction**

The Hauck Speed-Master kettle delivers twice the output of conventional kettles, and cuts fuel, labor, melting, and cleaning time in half.



Skid Type Kettle—in 40, 55, 80,
115 and 165 gals. capacity.

Check These Outstanding Speed-Master Features

- ✓ Internal Tube Heating for faster melting and easier cleaning.
- ✓ Improved Well Type Kerosene Burner for horizontal firing and close flame control.
- ✓ Available also with L.P. gas burner.
- ✓ Flash-Proof Flues—double walled to prevent "run-away" temperature and reduce flashing.
- ✓ All Insulated Kettle for comfortable operation.
- ✓ Quick-Delivery Cock for faster draw-off.
- ✓ Other Hauck Features: Arched kettle cover, watertight apron and flue covers. Trailer kettles have full length steel chassis, fully equipped built-in fuel tank and semi-elliptical springs, etc.

Write for Bulletin 1058B

HAUCK MANUFACTURING CO.

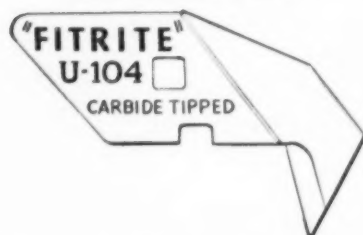
103-113 TENTH STREET • BROOKLYN 15, N. Y.

SUBSCRIBERS DESIRING CHANGE OF ADDRESS

Is your magazine addressed correctly? Examine the wrapper, and notify American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y., if you desire change. Please send back the old wrapper, and the new address, and allow about five weeks for the change.

GOOD JOBS Need GOOD TOOLS

Cleaner, Faster Score Cutting
With the RIGHT Blade



This amazing new blade has a tough, durable tip. It will do a faster, cleaner score-cutting job on roofing and siding materials made of abrasive compositions.

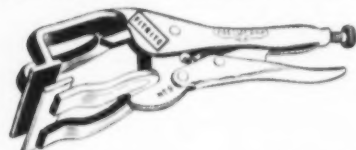
UTILITY ROOFING KNIFE



THE ONLY KNIFE WITH A
RETRACTABLE HOOKED BLADE

"FITRITE" 3-WAY CLAMP

A NEW VISE-GRIP MADE EXCLUSIVELY FOR US



Throat 3 1/2" deep Jaws 3 1/2" x 3/4"
A necessary tool for every mechanic. Use it for on-the-job bending, forming, straightening, and seaming.

Price \$3.55

Portable Electric SAW GUN

Efficient!
Saws Metal,
Wood, Etc.



Write Dept. "R" for Catalogues and prices. To protect Trade please use your printed stationery.

DAVID LEVOW 308 West 20th ST
NEW YORK
TELEPHONE CHERRY 3-2400, 2401

these dependable and experienced members. They will serve you well."

Participating were: B. A. Buman, Coleman Sheet Metal Works, The Crossley Company, Patsy D'Aurora, Max Davis, Eric Stoker & Heating Co., Fowler Heating Company, J. Hartline & Sons Co., Gust Krack Company, William Krack, Marine Sheet Metal Works, McCreary Roofing Co., Neth & Company, Patterson & Stirling, Sweeney & Mathewson, Trost Roof & Sheet Metal, The Warren Company and Felheim Heating & Roofing Co.

Aids for Canvassing

(Continued from Page 13)

how a particular type of siding will look in place on a house, etc.

You've Aroused Interest

If you've gone this far, you know you've aroused interest, even if you haven't literally made a sale. Press as hard as you courteously can to close the deal right there, but remember some people would rather think such a decision over. If you haven't pushed them to the point of annoyance, you'll be able to leave a catalog, an estimate, and your card with them. You can also leave the "calendar bank" offered by one supplier. This is an automatic gadget in which the date is changed daily by a 25c-piece, and a graphic illustration of how easy it is to pay off a roofing or siding installation. And, you've established a good reason (the catalog) for your next visit and a friendly atmosphere for your follow-up telephone calls.

Next month: Telephone selling.

TRINIDAD Natural Lake ASPHALT

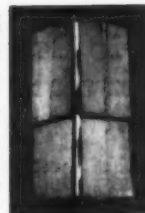
in wood barrels and metal
drums for mastic and roofing.

Barber Oil Corporation
30 Rockefeller Plaza
New York 20, N. Y.

USE KOKOMO KORERS

For Wood Shake Siding

Our metal corners for wood shingle shakes will save application time and money. This corner is made of rust-proof zinc for durability, makes a nice appearance and is weather-tight. These corners can be used on single or double course construction.



Write For Descriptive Literature

BUGHER MANUFACTURING CO.
211 South Main Street, Kokomo, Ind.

CORK BOARD

★ Price - - **20%**
Lower

★ Steam Baked
★ Federal Spec. HHC-561B

Write or Phone

Supreme Insulation Inc.
55 W. 42nd St. New York 18
Phone: OX 5-1474

KEYSTONE Aluminum SIDING



TO SELL
ON YOUR FIRST CALL!

B A K - A - L U M
CORPORATION OF AMERICA

Eastern Distributor
Bigelow 8-1475

207 Clinton Avenue
Newark 2, New Jersey

What's New

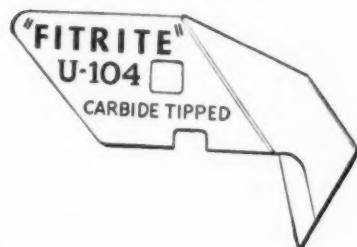
(Continued from Page 24)

construction, its Parkerized treatment for rust resistance, and its five standard sizes— $\frac{1}{2}$, $\frac{3}{4}$, 1, $1\frac{1}{2}$ and 2 inches.

An additional advantage of the Lexsoco Clip over conventional methods for holding insulation is the fewer number required per unit area. Usually only 4 to 6 clips are required for each 2' x 4' roof insulation sheet or one per square foot of duct insulation. This produces important savings in installation labor costs.

Carbide Tipped Blade

David Levow has announced they are now manufacturing a new carbide tipped blade for score-cutting. Called the "Fitrite" U-104 Carbide Tipped blade, it is especially made for their modern utility knife, but will also fit several other types of blade holders and be used successfully with them.



The tough, durable tip is made to do a faster, cleaner score-cutting job of roofing and abrasive composition such as: "Asbestos-cement, flat sheets and shingles; corrugated asbestos-cement roofing and siding (parallel corrugations only); mineral surfaced roofing and insulated siding.

It is claimed that the "Fitrite" U-104 carbide tipped blade will give extremely long service. It carries an unconditional guarantee for replacement in the event the tip breaks off under normal use.

Multi-Purpose Adjustable Saw

The new multi-purpose Allway Super Saw embodies an exclusive principle in design, known as Roto-Index Action, which affords instant adjustment of blade to any plane and angle combination. One full turn of lever allows blade to pivot and lock on 45° steps covering 180°. A half turn allows blade to be rotated and locked in any plane. When adjusted to desired angle blade can be locked for use as mitre rule and square. Blades are easily removable; several turns of lever completely disengages blade and enables user to insert new blade.

The Super Saw is multi-purpose because of its ability to cut through almost any material; including metals, wood, plastic, bolts, pipes, bones, rods and cables. Blades are made of specially tempered alloy steel with hardened teeth and flexible back. They are available coarse, medium and fine with 10, 14, 18, and 24 teeth per inch respectively. Handle is chrome plated and of die-cast alloy. Its pistol-grip design means easier and more comfortable sawing.

to caulk easier...faster...better

Caulk with Calbar!

Caulk-O-Seal Caulking Compound

Elasticized . . non-staining . . non-hardening and adheres to every surface. Caulk-O-Seal meets all Federal Specifications and those of the Asbestos-Cement Products Association.



BULK CANS

available in 26 colors to match every building material, including white, black and aluminum. $\frac{1}{2}$ pint to 55 gallon containers.

NOZZLE TUBES

in white, gray and aluminum, complete with pressure key for easy application. Jumbo $1\frac{1}{2}$ pints, pints and $\frac{1}{2}$ pints.



"COMBINATION" CARTRIDGES

for use with metal nozzle guns, or with snap-in plastic nozzle supplied for all other guns. Available in most popular colors . . $\frac{1}{2}$ " or 10" sizes.



CALBAR Pressure Guns

For caulking, pointing, glazing and dozens of other jobs, a Calbar gun is the finest produced. A complete line of sizes, from economy-priced home owner's guns to heavy duty contractor guns. Also a large assortment of detachable nozzle styles.



for full details write:

CALBAR PAINT & CAULKING CO.
Manufacturers of Technical Products
2612-26 N. Martha Street, Phila. 25, Pa.



The
ROOFSTER
CLEANS UP TO
12 SQ.
AN HOUR



The Biebel Roofster saves hours of costly labor and prepares the roof for a smooth reroofing job. The Roofster weighs only 125 pounds and can be hoisted by one man for any ordinary building. Light in weight but sturdily constructed, it will absorb the heaviest of work and leave the surface free of ridges and bumps.

MADE BY A ROOFER FOR ROOFERS
WRITE FOR FULL INFORMATION

JOHN BIBEL & COMPANY
503 W. MAIN ST.
BELLEVILLE, ILL.

MATT Equipment

Makes roofing much Easier
...and each job is more Profitable!

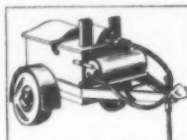


When the cash is in and you figure out what you made on the last "estimated" job—do you feel like going into the restaurant business, or keeping on smelling hot-stuff?

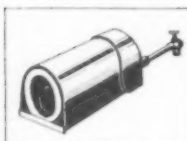
Well—the answer may be you! Are you against modernizing your equipment? Are you holding back an order for a MATT Felt Layer? Are you holding off giving the men on the roof a chance to lessen the hard work of mop pushing? MATT Equipment is ready to go to work for you and save you money! There are a lot of profitable jobs awaiting you—but you must go modern with MATT! The equipment will pay for itself. We're ready to book your order.

MATT COIL-LESS BURNER CO.

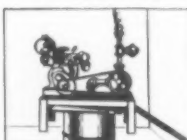
4015 WEST LAKE STREET
CHICAGO 24, ILLINOIS



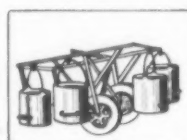
Money-Making
Heat-Hold Kettles



Famous Matt
Coil-Less Burner



Hot-Stuff Roof
Pump for Big Jobs



Hot Stuff Carriers
Buggies and
Insulation Carriers

Barns Now Tending To Asphalt Roofing

The old red barn is far from what it used to be. It might still be red, but if it is you can be pretty sure that the color is about the only thing that hasn't changed.

Some cow barns might better be called "cow houses." A barn of this kind even has a "bedroom" and a "dining room." The cows bed down on straw in the sleeping room, are milked in a separate milking parlor and then are taken to a feed room to eat.

Barns Suit Special Needs

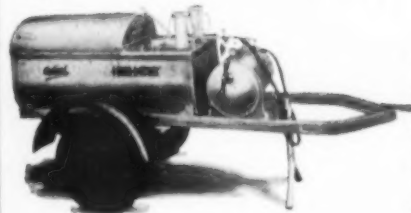
The old-fashioned barn was good enough for every indoor farming need, but modern farming methods demand specialized buildings. A dairy barn is different from a horse barn, and a hay barn is different from both.

When barns were built of local materials, there wasn't much choice aside from wood and stone. Both of these usually could be found on the farm itself.

Now that agriculture is benefiting from modern construction techniques, stone has dropped out almost entirely

Aeroil "HEET-MASTER" KETTLES

are



- SAFER
- STURDIER
- ECONOMICAL
- EFFICIENT
- DEPENDABLE

"Heet-Master" on Pneumatics

SAVES OVER 50% TIME — FUEL — LABOR!

HEET-MASTER KETTLES ARE AVAILABLE ON SKIDS • STEEL WHEELS • HARD RUBBER TIRES • And on Pneumatic Tired Modern Automotive disc type wheels in the following capacities:

30 - 55 - 80 - 115 - 175 - 230 - 375 - 500 Gallons

Spread Gravel
Evenly — Faster
with the Aeroil
"Gravel-Master"
Leaflet 667

ASK FOR CATALOG 418-A. SEE
AEROIL ROOFERS' KETTLES, ROOF
PUMPS AND FULL LINE OF ESSEN-
TIAL TOOLS AND ACCESSORIES.

LAY FELT 30%
FASTER
AEROIL-RIX
FELT LAYER
LEAFLET 663

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Products Company, Inc.

South Hackensack, N. J.

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Chicago • San Francisco • Dallas •
Los Angeles • Seattle • Pittsburgh •
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A 10 POINT MARKET BUILDING SPECIALTIES



A BIG ACTIVE RESPONSIVE 10 POINT MARKET

The Dealers who read this
monthly publication are:

- 1 Sales-minded, hard-hitting producers.
- 2 Up-to-the-minute merchandisers.
- 3 Go after sales, don't sit and wait.
- 4 Fast growing in number and importance.
- 5 Concentrated in large metropolitan cities.
- 6 Always looking for more products to sell.
- 7 Study BUILDING SPECIALTIES from cover to cover.
- 8 Very responsive to advertising.
- 9 Have cleverly trained sales forces.
- 10 Substantial, well financed, thoroughly established.

BUILDING SPECIALTIES & Home Improvement Dealer

425 Fourth Ave.

New York 16, N. Y.

and asphalt roofing and concrete have joined wood as principal materials for building an up-to-date barn.

Asphalt Roofs Fight Off Fire

Concrete, either poured or fashioned into concrete blocks, is often used for foundations, sidewalls, and floors. One big asset of concrete is that it is easy to keep clean. Wood is still used because it's hard to replace it completely.



Many farmers still prefer the distinctive Gothic style barn.

Asphalt roofing, in the form of shingles or roll roofing, is being used to cover more farm buildings than all other materials combined. Among its advantages are fire-resistance, color, economy, and ease of application.

A fire-resistant roof is especially important because today's farming equipment is worth a lot of money. Color is a means of making the whole farmstead more attractive. A pleasing uniformity of appearance results from selecting the same color of asphalt shingles for all buildings.

Rofer Promotes Effective Spring Business

Spring roofing business was effectively promoted by the Binghamton Slag Roofing Co., Inc., Binghamton, N. Y., through an eye-catching newspaper ad built around the theme: "A Roof Over Your Head—For Keeps."

Art work featured a cartoon of a man, with a miniature roof spotted on his head like a hat.

Copy read: "Your home is a lifetime investment. That's why it deserves the

ROOFING BY THE MILE...
Materials by the tank car...
Alemite Versatal Pumps
saved time and money on
this 1½ million foot job!

With one Versatal Pump as a tank car unloader, and two Versatals mounted on the far side of the car to supply the pole guns, roofing material was applied in record time to these mile-long warehouses. Just one more example of the advantages of Alemite Versatal Pumps for spraying roofing compounds.

cut labor costs 72¢ per square!

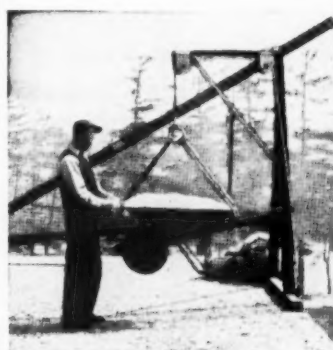
1. Lower cost through easier application. Use of light five-foot spray head and hose eliminates carrying materials—saves time—saves money!

2. Bring far safer working conditions. No more hoisting buckets or drums—

no burns are possible when using sprayed cold applications!

3. Increase profits with modern equipment. Now Versatal Equipment lets you pump direct from container to roof—as far as 300 feet!

For complete information, call the nearest Alemite distributor, or write Alemite, 1830 Diversey Parkway, Chicago 14, Illinois



CLIFFORD SWINGING DERRICKS

Get the load onto the roof deck instead of just up to it!

The Clifford Derrick patented, out-swinging arm not only clears obstructions between the deck and the ground but it also swings the load in easily on ball bearings.

Your loads are spotted well in on the roof deck with the labor- and money-saving CLIFFORD DERRICK.

Write for details and the name of nearest distributor.

BEACON SALES COMPANY
 50 WEBSTER AVENUE
 SOMERVILLE 43, MASS.

Any way you
figure it...

there's a
Steplight

ALUMINUM LADDER

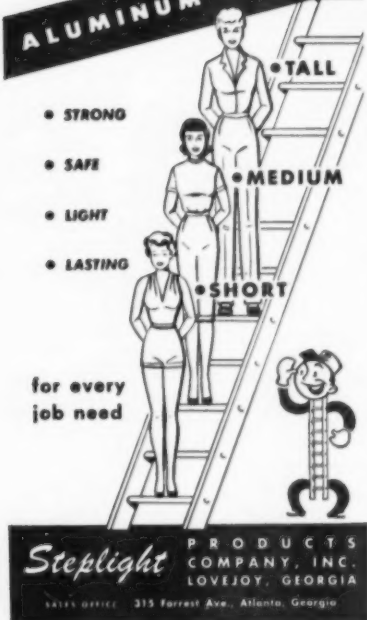
• STRONG

• SAFE

• LIGHT

• LASTING

for every
job need



Steplight PRODUCTS
COMPANY, INC.
LOVEJOY, GEORGIA

SALES OFFICE 315 Forrest Ave., Atlanta, Georgia

best protection from wind, rain and storm. Now is the best time to storm-proof your home, before leaks cause costly repairs.

**A Roof Over
Your Head...**



Top half of the long newspaper ad which was used effectively by Binghamton Slag Roofing Co., Inc. in their spring selling campaign.

"Start at the top with sturdy fire-resistant roofing that outwears the roughest weather, for years and years. Give your home the long term protection and distinctive beauty guaranteed by our dependable time tested roofing materials.

"Call us today for your roofing estimates—without obligation."

New Insulation Book Shows Moisture Causes

The problem of excessive indoor moisture in homes—its cause, effects, prevention and control—is given far-reaching and well-documented study in a 72-page booklet just published by the National Mineral Wool Association.

Generously illustrated, "How to Control Moisture in Homes" is directed to home-owners and craftsmen

ROOFING YARN

ALL TYPES—Several Grades

Cut Lengths

(As illustrated)

Roofing MOPS

(Complete with handles)

TOP QUALITY

Reasonable
Prices

Immediate
Shipment



WRITE TO

JOHNSON PRODUCTS Co.

MEMPHIS, TENN.

Manufacturers of Nationally
Known JOHNSON Brooms & Mops

Subscribe Today
to **AMERICAN ROOFER**
& Siding Contractor
\$3.00 Per Year

**AMERICAN ROOFER &
Siding Contractor**
425 Fourth Avenue, New York 16, N. Y.

Please enter my subscription to **AMERICAN
ROOFER & Siding Contractor**, at \$3.00 for
one year. Bill me for this amount:

☐ Enclosed is a check or ☐ money order.

My Name

Position

Company

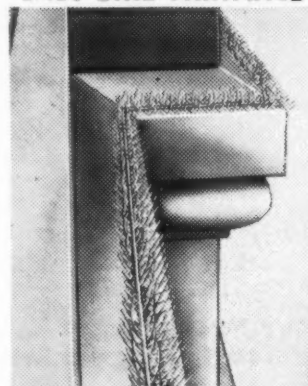
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Nixalite

"No Alighting"

ENDS BIRD NUISANCE



BEAUTIFUL CLEAN BUILDING

*Deal yourself in on
this profitable service!*

Write for Illustrated "Know How"

Manufactured by

NIXALITE COMPANY OF AMERICA

115-119 W. 3rd St. Davenport, Iowa, U.S.A.

in the building trades as well as to architects, contractors, applicators, materials manufacturers, dealers in supplies and others with a day-by-day stake in residential construction. Technically explicit, though written in simple language, it is said to be the most comprehensive treatment of this single subject ever assembled and, in fact, the first time such a total of pertinent information has ever been gathered between covers as a unit. That voluntary pooling of knowledge is responsible for much of the information contained in the booklet just published. "Whether you call it 'condensation' or 'the moisture problem' or 'excessive interior relative humidity,'" says the foreword by Frank E. Parsons, NMWA engineer, "the fact remains that too much moisture inside the house has been a headache to those who live in them."

Many People Involved

"Few problems involve so many different people concerned with houses. Manufacturers, distributors and retailers of building materials are affected. Carpenters, painters, brick masons, plumbers and interior decorators are involved. Architects and engineers are right in the middle of it. And, of course, the home-owners themselves have to actually live with the problem."

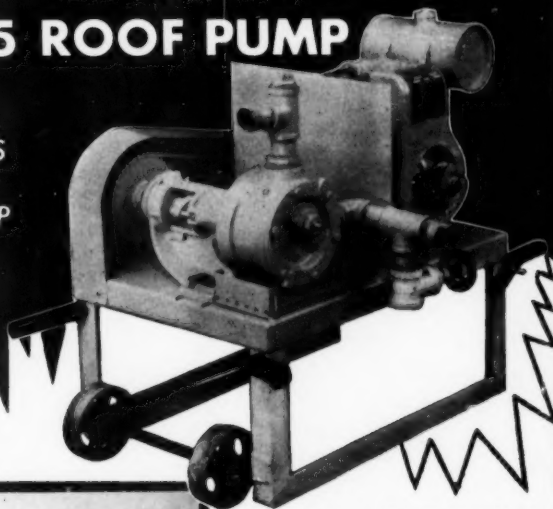
In the pages that follow, the six chapters open up the problem in all its phases. The text begins with an elementary discussion of "What Is Condensation?" and concludes with a large diagram which folds out of the book to give simple instructions on how anyone can make an authentic moisture survey of any residential building. The book also contains a glossary, explaining all technical terms used in the text. A complete bibliography also is appended, citing authorities on specialized angles of the problem.

Opening with a chapter on "The Need for Moisture Control—and Factors Involved," the volume explains condensation, relative humidity and its measurements, vapor pressure and the damage that can be done by excess moisture in a home. The next chapter goes thoroughly into the sources of moisture and the methods of its control—the latter topic summarized into a formula, well-amplified, that calls for elimination, isolation and ventilation as the three cardinal rules of control.

Hot Stuff right up on the Roof *Quickly*
and *Efficiently*

Model 75 ROOF PUMP

NO ACIDS
AFFECT
THIS PUMP



Turn on the Dispenser Head on the Roof and there's the Hot Stuff—no buckets to hoist—no spilling materials. This Littleford 75 Roof Pump saves time, effort and money; makes more profit for the roofer. Model 75 will keep moppers busy on a roof 100 ft. high or better. When the cock is open the Asphalt, Tar or Pitch is ready and hot; when the cock is closed the materials by-pass back into the Kettle.

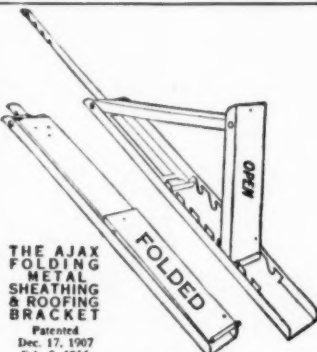
This 75 Roof Pump is the most durable Roof Pump on the market; acids will not affect it. It's a real money maker, and roofers cannot afford to be without one to stay in active competition. Model 75 Roofers Pump and a "Kwik-Melter" Kettle make a perfect team for low-cost roofing. This Roofers Pump can be used with any make of Roofers Kettle.



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Cincinnati 2, Ohio

LITTLEFORD BROS., INC.
2366 N. Damen Ave.
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THE AJAX
FOLDING
METAL
SHEATHING
& ROOFING
BRACKET
Patented
Dec. 17, 1907
Feb. 2, 1915
Apr. 21, 1925
Aug. 9, 1932

AJAX No. 1

AJAX Roofing Brackets

MAN-size — Superefficient

ALL STEEL — Unbreakable



AJAX Building Bracket Co.

1551 Rydal Mount Rd.
Cleveland Heights 8, Ohio



wallboard drive screws

For installing asbestos cement-type wallboard use Hassall wallboard drive screws. Specifically designed with spiral threading for better holding power. Supplied with nickel-plated finish with either casing or button heads. Advise quantities. Prompt delivery.



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Brooklyn 22, N. Y.

Manufacturers & Distributors

Everything for Roofing and
Waterproofing

CAULKING COMPOUND
ALUMINUM PAINT
BITUSTATIC CEMENT
ROOF COATINGS & CEMENTS
INSULATION
ROLL ROOFING—FELTS—
PITCH—ASPHALT—COAL TAR
COPPER—GALV. IRON

Insist on Genuine Durez Products

METROPOLITAN
ROOFING SUPPLIES CO., INC.
286 East 137th St., New York City

**"YOURS for the
ASKING"**
Free Literature—
See Page 10

Injurious Falls Preventable Thru Careful Study

Year after year, falls continue to kill or permanently disable hundreds of construction workers. The result of a fall is frequently disastrous to the individual, and to his family and friends. Needless to say, the company for which he works, or worked, and the industry at large are co-sufferers.

Many falls can be prevented by a minimum amount of study and understanding of some of the casual factors.

It must first be recognized that the fall-hazard is universally inherent in human beings, at any time, and any place, on or off the job. When this is clearly understood, and remembered, it is easy to see why the inherent hazard is increased by normal construction activity that involves any work at elevations above ground level.

Falls On One Level

Many serious falls occur even on the same level; these are usually caused by slipping, tripping, horse play, faulty vision, and a few other causes easily correctable. However, falls even on the same level often have serious consequences, and must therefore receive appropriate consideration for prevention.

As every roofing contractor knows, most fatal and disabling falls occur from elevations and from steep working surfaces. Some of the elevated work places from which workers will eventually fall if not adequately guarded are:

Falls From Elevations

1. Elevated platforms and scaffolds.
2. Elevated ramps, catwalks and roofs.
3. Swinging or suspended scaffolds, boatswains chairs, and skips.
4. Unguarded portable and stationary or fixed ladders; stairways.
5. Hillside, banks, and slopes.
6. Floor and wall openings, shafts and chutes.
7. Falls from moving equipment.

PAT. NO. 2299480



ROOFERS' MOP

- More economical
- Longer life
- Permanent handle
- More profitable roofing

Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

AMERICAN ASSOCIATED COs.
ATLANTA P. O. BOX 4056 GEORGIA



CLASON SNOW GUARDS

For new Slate Roofs, Spanish Tile Roofs, Old Slate Roofs, Flat Tile Roofs, American Method Asbestos Shingles and French Method Asbestos Shingles and for Metal Roofs.

CLASON SNOW GUARDS
Standard for Fifty Years

**THE M. N. CARTIER
& Sons Company**
275 Canal Street, Cartier Building
Providence, R. I.

Write us for Roofers Wholesale Prices

Watch for

**SELECTING COLOR
IN ROOFING & SIDING**
in **AMERICAN ROOFER**, July

8. Falls from misuse of power tools.
9. Falls from misuse of hoisting and other equipment.

Ordinary Safety Precautions

To prevent falls from platforms, scaffolds, ramps, catwalks and roofs, every contractor should adopt a uniform method to insure that normal job set-up procedures include the provision of:

Precautions Listed

- (a) Standard guard rails.
- (b) Safe weight allowances for both men and materials.
- (c) Safe operating angles, and safe passing or climbing clearances, and,
- (d) Provision of the safest type of scaffolding possible.

Guard Rails

With respect to guard rails, the standard guard rail should be between 36 and 42 in. high and strong enough to support normally expected weights or shocks. The standard guard rail includes an intermediate or middle rail spaced midway between top rail and working level. This intermediate or middle rail is very necessary to protect men from falling off a scaffold, catwalk or platform following a slip or fall onto its working level.

It must be remembered that a sub-standard or weak guard rail offers a very false sense of security or safety, and a weak guard rail is very liable to be worse than no rail whatever. It follows that keeping guard rails in good condition, following their initial safe construction, is highly important.

For the safe construction of scaffolds, ramps, platforms, catwalks, etc., every construction foreman should be entirely conversant with all state safety codes, and if possible with the American Standard Safety Code.

"ASBESTOS"—The Magazine
Keeps you up to date on happenings in the Asbestos Industry.
Gives facts about Asbestos, technical developments.
\$2.00 per year in the U.S.A.; \$3.00 in other countries.

"ASBESTOS"
808 Western Saving Fund Bldg.
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PORTABLE!—YET LIFTS 650 LBS. AT 150 FEET PER MINUTE



Fingertip Throttle control

● How's this for speedy, money-making hoisting? Your American Utility Hoist rolls on to the job like a wheelbarrow. Put a plank in the slotted frame, weigh it down . . . then lift roofing, nail kegs, any load up to 650 lbs. at 150 fpm . . . or lighter loads at speeds to 500 fpm., with optional gearing. Developed by world's largest makers of hoists, especially for roofers. Write for literature, or contact your distributor.

Chain Guard
Welded Steel Bed
Pressed Steel Wheels

AMERICAN HOIST & DERRICK CO.
ST. PAUL 1, MINNESOTA

AMERICAN UTILITY HOIST

SIDEWALL INSULATION is EASIER TO SELL when you also install "MIDGET LOUVERS!"

An easier sale—an extra profit—a "reputation protector" for you. Midget Louvers do a great job—ventilating sidewalls and help prevent condensation and moisture blistering of paint. Just drill a hole—and push all-aluminum Midget into place—no nails or screws are needed. Use on flat or peaked roofs, eaves and soffits, gables, unexcavated areas, etc. Midget Louvers have built-in insect screens, and snap-on covers are available.



For indoors, use the new "LD" Midget on finished basement walls, cupboards, closets, etc. Both styles made in 5 sizes, 1" to 4". Write for full information.



THE
MIDGET LOUVER CO.
6-8 WALL STREET • NORWALK, CONN.

CUSTOMERS TELL US JACK TAR MOPS LAST LONGER

HAVE YOU considered?
giving them a trial?

Send us your name and address, and tell us
if you buy Roofers' Mops in lots of 6 dozen,
... or more.

We will be glad to submit prices.

CUPPLES COMPANY

Manufacturers

600 SPRUCE ST.

ST. LOUIS 2, MO.



**"Large or small, our jobs
go twice as fast with
a CLE-WIT Roof Cart"***

***Leaves more time for more
jobs and greater profits.**



Handles minimum of
ten rolls of 15# felt per
load — or six buckets
of "hot stuff", roof
insulation, too.
Write NOW for free
descriptive literature

Cleasby-Wittig Co., Inc.

969 TREAT AVENUE

SAN FRANCISCO 10, CALIF.

Manufacturers and Distributors Roofing Tools and Equipment

Sells More Insulation With Special Ads

Laube, insulating contractor at 30 Allen St., Rochester, N. Y., successfully promoted insulation jobs during the summer heat of 1952 with a series of timely and impelling newspaper ads.

<p>Don't Let These Hot Summer Nights Bother You</p> <p>KEEP COOL</p> <p>INSULATE!</p> <p>Let Laube's help you sleep comfortably on these hot summer nights. We can help you beat the heat—investigate—you can stay cool in the summer and save fuel in the winter.</p> <p>Insulation and Heating Go Together</p> <p>LAUBE 30 ALLEN ST. HAM. 9396 "Over 46 Years of Service"</p>	<p>It's A BREEZE To Have SUMMER COMFORT When Your Home Is INSULATED</p> <p>Insulate now... your house can be comfortably cool during the hot summer days ahead. Better still this winter you'll appreciate the added warmth and fuel savings.</p> <p>Insulation & Heating Go Together</p> <p>LAUBE 30 ALLEN ST. HAM. 9396 "Over 46 Years of Service"</p>
--	--

Above: Reduced sizes of two of the special newspaper ads which sold insulation for Laube of Rochester during the heat wave of last summer.

Record breaking summer heat last year provided a helpful background for the promotion. Laube used ads with such captions as:

"It's A Breeze To Have Summer Comfort When Your Home Is Insulated."

"Don't Let These Hot Summer Nights Bother You. Keep Cool. Insulate."

The ads were small—one column by six inches—but were well designed and used a heavy black border that caught reader attention.

Laube played up its slogan, "Insulating and Heating Go Together," featured its telephone number and pointed out it has been serving the Rochester area more than 46 years.

Said body copy in one ad: "Let Laube's help you sleep comfortably on these hot summer nights. We can

help you beat the heat. Investigate. You can stay cool in the summer and save fuel in the winter."

Another ad advised: "Insulate now. Your house can be comfortably cool in the hot summer days ahead. Better still, this winter you'll appreciate the added warmth and fuel savings."

Insulating Board's Uses And How Developed

The meat industry has long been famous for its ability to make use of all waste materials. You've heard the remark by the meat plant guide who said, "We use every part of the pig but the squeal."

The paper industry also has a fine reputation for getting every possible bit of value and utility from the wood pulp it uses. It was the curiosity and ingenuity of paper mill chemists that developed one of today's most widely used building materials—insulating board.

Billions Of Feet Yearly

More than two and one-half billion square feet each year go into sidewall sheathing, roof sheathing, lath, interior wall and partition materials, insulating siding, and into other insulating and sound proofing materials. These materials make life better for millions of Americans, keeping their homes warm in winter, cool in summer, and cutting down on noise.

All the materials come in larger panels than the plain wood materials they have been designed to replace. Consequently, large labor-savings result in installation. A sidewall finished with insulating siding—insulating board impregnated with asphalt and covered with mineral granules—can be built from 30 per cent to 35 per cent cheaper than a wood clapboard sidewall.

Similar savings result from the substitution of insulating board sheathing for wood sheathing.

Also, two or more insulating board materials—siding, sheathing, lath—can

"Buy from Frey"

TOOLS
FOR THE ROOFER

Frank P. Frey & Co.

2634 W. MADISON STREET
CHICAGO, ILL.

Look
to...



Old American FOR *ALL* YOUR ROOFING AND SIDING NEEDS

Complete line of asphalt and asbestos-cement roofing and siding, insulating siding, built-up roofing and coatings. Superior quality... prompt, friendly, personal service.

More than 32 years of roofing know-how.

Write
for
FREE
Literature

Old American Roofing Mills

7600 TRUMAN ROAD

KANSAS CITY, MO.

KANSAS CITY

EAST ST. LOUIS

SALT LAKE CITY

DALLAS

Money-Makers for Contractors...

"TROUBLE SAVER" EQUIPMENT



LADDER JACKS

- New, RAIL-TYPE Jack (left) is extra safe. Side rails of ladder are used for support.
- Strong, convenient ONE-MAN ladderjack (right) adjusts to any pitch on either side of the ladder.



ADJUSTABLE ROOFING BRACKET



Simple, durable... provides a safe staging at any pitch. Use for all kinds of jobs and any type roofing. Proved in use for many years.

"TROUBLE SAVER" SHINGLERS



Can be removed without raising the shingle. Made in two sizes. "Regular" holds a 2x4 staging edge-wise. "Wide" holds it sideways. Held by two nails.



LADDER HOOKS

This handy device pays for itself over and over.

Pivotal allows ladder to be placed with safety and convenience along the valley.

Plate protects the roof. Weight: only 6 pounds.

Write for literature, giving complete information on all "Trouble Saver" scaffolding accessories.

Manufacturers of
"Trouble Savers" Since 1912

THE STEEL SCAFFOLDING COMPANY, Inc.

856 Humboldt Street

Dept. AR

Brooklyn 22, New York

Telephone: EVERgreen 3-5510

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be used in the same wall to double the insulating value.

The origin of insulating board goes back to 1900 when a paper mill assigned its chemist and research engineers the job of finding a worthwhile use for the waste materials from paper production.

These men discovered they could combine pulp from worthless mill screenings with pulp from low-grade scrub trees, compress the mixture, dry it and form light weight, stiff boards.

At first the boards were considered a cheaper form of lumber. But soon they discovered its high insulating value, provided by thousands of tiny dead air cells between layers of fiber. This advantage opened up new fields of use—in sound proofing, refrigeration and home insulation.



Insulating siding has a base of insulating board.

Later the board was treated with chemicals to protect it against decay, termites and water. Then it was impregnated with asphalt so that it could be used as an exterior sidewall, and hard mineral granules like those used on asphalt roofing shingles were added to give design and further protection against sun and snow.

Through the years the product has been improved. The home owner's modernization problems have been simplified by the fact he can get insulating board for his inside walls that already have been finish decorated.

All the many uses and savings made possible by this versatile building material resulted from the curiosity of a paper mill management. In the past 50 years this curiosity has made life more comfortable for millions of Americans.

CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

MISCELLANEOUS

FINANCIAL INDEPENDENCE AND hand-some returns while building up your own business! Would you like to make profits of 50% to 300% on large volume, easy-to-get sales? You can make your fortune selling roof coatings, caulking and industrial protective coatings. Your market is all around you . . . everywhere . . . factories, garages, public and private institutions, all building owners. No investment in stock. Direct shipment from factory means you need only a one room office . . . or operate from your home. Our experience of almost half a century proves that you can get results. We give you a positive plan for selling, with catalogs, literature and complete sales training. Your only investment is carrying and invoicing your own accounts, hence only men who are financially responsible should reply. All inquiries strictly confidential. You owe it to yourself to get the realistic facts now. No obligation. Write today to Box 367, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

ATTENTION MANUFACTURERS: WELL established wholesale firm in Wilmington, Delaware desires to add new lines of building specialties applicable to the general contracting trade. Currently serving the heating, roofing and sheet metal trades on the Del-Mar-Va Peninsula and in nearby Pennsylvania and New Jersey, we are desirous of adding items of interest to the general contracting trade. Consideration will be given to any new materials or products for which distribution does not now exist in this area. Descriptive literature and price lists, including suggested retail prices to the various classes of trade, will be appreciated. United Supply Co., Inc., P. O. Box 1225, Wilmington, Delaware.

FOR SALE

FOR SALE: ROOFING & Sheet Metal business Western Massachusetts—Excellent equipment, \$200,000 volume. Apply to Box 365, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Ave., New York 16, N. Y. 6-53

MANUFACTURER'S CLOSEOUT ON foil-backed kraft. Priced, while it lasts, below cost! Discontinued line of sturdy kraft faced one side with pure aluminum foil, 36 in. wide, packaged in handy 1,000 sq. ft. rolls. Once-in-lifetime "buy" for anyone able to handle minimum order 100,000 sq. ft. or more. All orders subject to prior sale—total stock 750,000 sq. ft. For sample and price write Box 366, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

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MISTER PEEPERS—a top television personality will tell your customers about Liquid Aluminum on Sunday evenings over NBC-TV.



FIBBER MCGEE and MOLLY—a favorite radio team will "spread the bright news" about Liquid Aluminum on Tuesday nights over NBC.

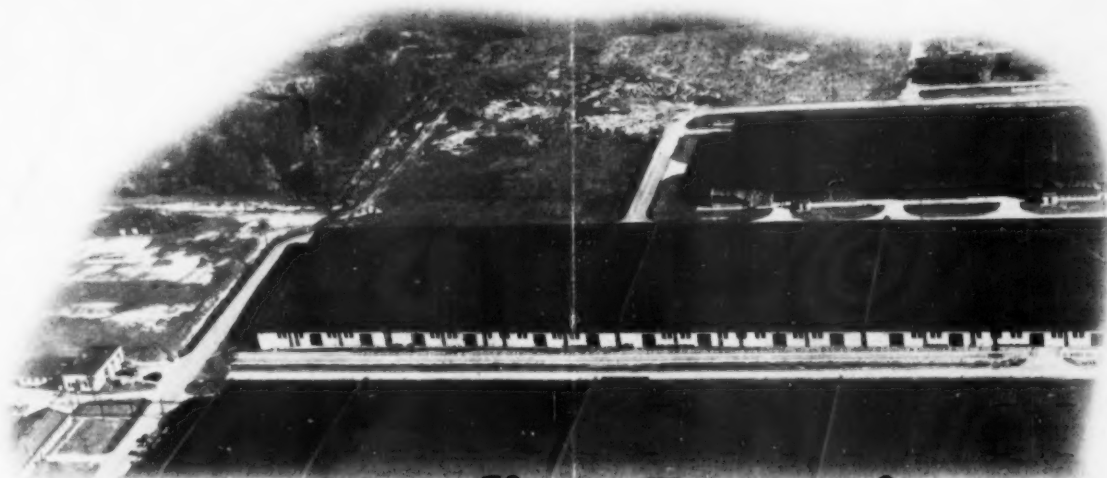
ASPHALT-ALUMINUM ROOF PAINT and COATING JOBS WILL BE A BIGGER BUSINESS THAN EVER IN 1953!

More roof paint and coating jobs are coming your way thanks to the big, new, 1953 national advertising program on Asphalt-Aluminum Roof Paints and Coatings that carry the *Liquid Aluminum* label and the famous Warranty Seal. Talk up the *Liquid Aluminum* name. Talk up the Warranty. You'll find they open doors to greater profits for you because your customers and prospects know, trust and want this assur-

ance of quality. They know the *Liquid Aluminum* name and the Warranty Seal mean superior, long-life, low-cost, one-coat roof protection.

Liquid Aluminum roof paints and coatings are made to approved minimum standards by many leading paint manufacturers. If your present sources can't supply you, write for names of manufacturers. Reynolds Metals Company, 2512 South Third Street, Louisville 1, Kentucky.

This advertisement appears in the interest of the Paint Industry of America.



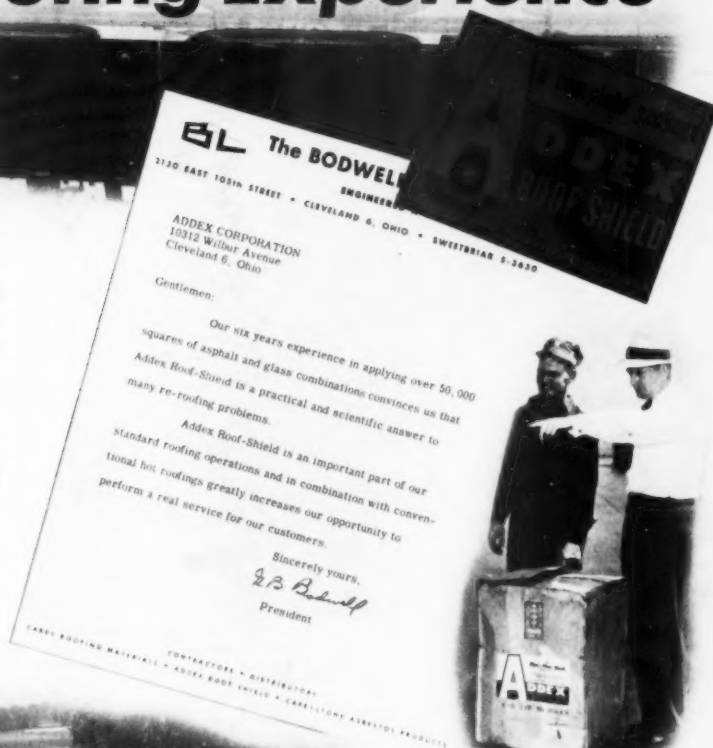
the voice of **Roofing Experience**

George Bodwell, progressive Cleveland contractor, recognizes the requirement for advanced asphalt technology and efficient application techniques to keep his roof service as modern as today's industrial plants. Better utilization of labor through use of Addex Roof-Shield and modern equipment was his answer to covering the Wilkins Air Force Base at Shelby, Ohio, with sixty-eight acres of roof, one of the largest cold process applications in the history of roofing, as well as hundreds of smaller jobs. There is a place in your business too, for Addex Roof-Shield!

Pictured above is a section of the 68 acres of Addex Roof-Shield on the Wilkins Air Force Depot at Shelby, Ohio. Photo at right shows George Bodwell, Cleveland, Ohio contractor and Delbert Pardee, Local 34 Foreman, on the job with Addex; and Bodwell's letter. Lower Photo shows detail of crew applying Addex Roof-Shield.

Addex Liquid #460, reinforced with a non-rotting glass mesh (as steel in concrete) gives Roof-Shield 10 times more strength than conventional asphalts. Roof-Shield will not crack nor blister.

U. S. Patent No. 2,503,246



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